

January / 1957

THE REPORTER OF

Direct Mail

advertising



A Special Feature:

The FAMOUS ARTISTS SCHOOLS STORY

See page 14



nobody...

...but nobody
can duplicate

electronic selection!

Write for Free Copy of
Our Latest Catalog



This is it! All the mailing list compilers on God's green earth can't duplicate electronic selection! Old fashioned compilation methods are on the way out at Ponton's! IBM electronic list-compiling equipment is on its way — with more coming fast! That's progress! That's eliminating the element of human error!

Now—you can avail yourself of a totally new automatic process of mailing list selection and maintenance. Now — unexplored sources of new business can be yours. Wider coverage per list by Ponton makes this possible. And no other mailing list compiler can match this service!

Take advantage of timely progress. It was never before possible with obsolete "hand-picked" list selection. Ponton has combined the quality of its mailing lists with the natural electronic ability of IBM equipment, so that you get better and greater list coverage! Put your finger on the one source of accurate, electronically controlled mailing lists. It's Ponton, naturally!



PONTON

W. S. PONTON, Inc.

Sales office and Production plant

44 Honesick Street, Englewood, N. J.

Phone: ENglewood 4-5200

New York phone—Murray Hill 7-5311

(Direct connection to Englewood)



USERS OF IBM EQUIPMENT: Adapt your facilities to the use of Direct Mail. We shall be glad to show you how. Call or write for particulars.

Deadly Direct Mail Mistake No. 3

"MAKE TRIVIAL TESTS"

By Maxwell Sackheim

TOO many direct mail people are addicted to the insidious habit of over-testing. So serious is this disease that, where it exists in its most pernicious form, the unsuspecting victim loses his ability to think for himself, to judge, to make decisions, to act. His muscles of courage become atrophied and his power of discrimination calcifies. He believes the easy way out of any selling problem is to test. Why *think* when it is so easy to get the correct answer by mailing a couple of thousand?

But — is testing the key to personal success, or may it not, like fire, be a good thing only if there isn't too much of it?

If every test could safely be projected, much of the fallacy of testing would be eliminated. But we all know how much difference there can be between the result of a test and the result of mailing.

Too many things can happen in these fast-moving times to destroy the logical or mathematical projection of a test. Within the span of a season, a month, or even a week, marked economic, competitive, or psychological changes can take place, and when they do, "bloole" go your expectations. And the element of elapsed time is only one of the dangers.

I have known of campaigns based on the result of a 200 test mailing — of weighty decisions arrived at by virtue of an infinitesimal difference in results between the use of stamps instead of metered mail, between colored envelopes and white, between No. 10 envelopes and No. 6.

One would think, after so many years of recorded experience, we would have learned that tests do not always tell the whole truth — that we will never completely formalize direct mail as long as there are changes in the weather, in world conditions, in domestic affairs, and even in local conditions from month to month and from week to week — that we will never be able to project a test with absolute assurance that the final result will be true to our original projection as long as an interval of time elapses between tests and mailings.

I am not arguing against testing, but against trivial testing. I object to tests which try to determine the best day of the week on which to mail; to tests which are intended to prove whether a price of \$1.98 is better than \$1.99; to tests of half a dozen or more slightly different letters; and to tests of 500, or even 1,000 to determine

whether a proposition or a list is worth going ahead with on a large scale.

Tests that tell you nothing or actually mislead you are worse than none. Divide any list into units of 1,000 and after the results are in, check the percentage of orders against each of those units. You'll be startled by the difference between your "best" 1,000 and your "worst". Had you judged the results by your "worst" 1,000, you may not have mailed at all — while your "best" 1,000 may have plunged you into the worst pitfall of all — over-optimism.

The cure for indiscriminate testing is judgment. Discard, ruthlessly and boldly, and without regret or reservation, any idea that you are not confident has a *good chance* to pay. Don't toy with "fringe" or "lunatic" ideas that you would discard at once if they came out of someone else's head.

After your tests are made, you must shoot the works — or start testing again! You must decide how accurate your tests were. You must decide whether or not the factor of safety was great enough. You must determine whether or not the element of time has destroyed the validity of your tests. Will your mailings be too close to spring, or summer, or fall, or Christmas? Since it will be necessary for you to exercise the best judgment of which you are capable *after* you make your tests, why not begin to use your best judgment *before* you test! Why not stop dropping tests in the slot machine of public reaction in the hope of hitting the jackpot? Why expect the public to give you clear answers to *microscopic* differences in your own thinking?

Most important, whenever possible, confine your tests to changes in your offer — either in price, terms, or conditions. Most direct mail people write good letters — but a good offer can make an ordinary mailing successful, while a poor offer can make a good mailing a failure. Make things as easy for yourself as possible by concentrating on the best offer you can possibly make. Put yourself in the position of the department store buyer whose motto is, "Well bought is half sold."

Deadly Direct Mail Mistake No. 3 is to Make Trivial Tests. You can fiddle around with infinitesimal differences in mailings until old age creeps up on you. Don't fritter years away in puny tests that result only in confusion, indecision, vacillation, inaction — and *more* testing.

We believe Direct Mail advertising should be compensated for in proportion to the results it produces, instead of on a fee basis which may or may not be equitable.

We believe our plan of compensation is fair to our clients and to ourselves: three dollars per thousand, with a minimum guarantee of \$300 regardless of how few are mailed. This places our services in the same category as any other element which must prove its value or be eliminated.

Whether you want orders or inquiries here is an opportunity to test — at small cost — the skill of an advertising agency which has specialized in mail order and Direct Mail advertising for many years.

Send us your typical mailings for our examination and comments, without obligation.

MAXWELL SACKHEIM & CO., INC., 545 Madison Ave., New York 22

Maxwell Sackheim & Co., Inc.

545 Madison Ave., New York 22, N. Y.

Enclosed are some of our typical mailings. Without obligation on our part we would like to have you go over them and advise us of what you think you can do for us.

Name

Position

Company

Address

City Zone State

Neutrancel: the newest reason why Hammermill Bond prints better, types better, looks better



THE MAGIC OF NEUTRACEL

Now hardwood's finer fibers help Hammermill Bond fold more neatly

HAVE YOU SEEN the new Hammermill Bond? From the crispness of the letterhead, the sharpness of the typing, to the final, neater folding of the letter, you'll see qualities you like to have in your office stationery and business forms.

New printing methods and new office equipment created the demand for specific paper qualities best obtained by blending different papermaking fibers. Now with the exclusive process that produces Neutrancel® pulp, Hammermill has unlocked the special papermaking qualities that nature grows in northern hardwoods.

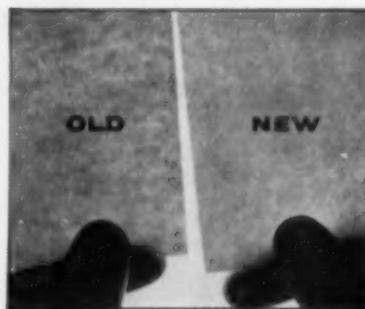
The new Hammermill Bond, made from Neutrancel and other bright, sturdy pulps, folds more easily and neatly. That's true because Neutrancel helps the blend of fibers knit together more closely

and evenly. The result is a clearer, more attractive formation—a smoother, velvety surface. You get better printing, typing, writing and carbon copies. And, Neutrancel imparts greater opacity and bulk to make your letters more impressive.

Only a few months ago, Hammermill-invented centrifugal cleaners were installed to make Hammermill papers cleaner than ever before. To that important development, we now add Neutrancel, a \$6,000,000 step forward to bring you Hammermill Bond that 1) prints better; 2) types better; 3) looks better. Ask your printer to show you samples. Hammermill Paper Company, Erie 6, Pennsylvania.



Printers everywhere use Hammermill papers. Many display this shield.



...yet
**HAMMERMILL
BOND**

with Neutrancel's finer fibers, costs no more

THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y. Pioneer 6-1837
A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL
Volume 19 Number 9 January, 1957

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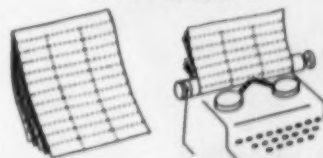
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SERVICES 600
INQUIRIES A WEEK,
EASY AS A-B-C



Big advertiser sends promotional literature to prospect; notifies branch office, local dealer, salesman; makes permanent record-card—all with one typing! Uses 'Multiplex' gummed address-labels, made in sets of 2 to 5 sheets, 33 labels on a sheet, carbons already interleaved, ready for instant use. Save time!

BRIGHT TIP-ON
BRIGHTENS RESPONSE



Home Mutual Insurance gets whale of a response with this whale 'Glimmick' on their "whale-of-a-story" sales-letter. 'Glimmicks' come in many eye-catching die-cut shapes on bright metallic foils. Stick quick, without glue or moistening. Effective? You bet!

WHICH OF THESE WOULD YOU LIKE?
Clip coupon to letterhead and mail

- ☐ 15 CASE STUDIES showing interesting uses of pressure-sensitive labels.
- ☐ THE "ABLE LABELER"—4-times-a-year newsletter—keeps feeding you fresh ideas.
- ☐ HISTORY OF LABELS—By Stanley C. Hollander, Ph.D., Univ. of Minnesota.
- ☐ INTERESTED IN DEMONSTRATION.

**ALLEN
HOLLANDER**
company, inc.

385 Gerard Ave., New York 51, N. Y. Dept. RD
MOtt Haven 5-1818
New York City's largest specialty label plant.

"The man who says
it can't be done is
generally interrupted
by someone doing it."

—*Albert Hubbard*

Until you,
yourself,
experience the
extra pulling power
of Reply-O-Letter;
you will never
really know
what you can do
with
a postage stamp!

23rd year of Service to
organizations in every field
CARNegie ENDOWMENT for INTER. PEACE
NEW ENGLAND JOURNAL OF MEDICINE
ATOMIC DEVEL. SECURITIES CORP.
EQUITABLE LIFE, NEW YORK
WILLMARK SERVICE SYSTEM
POPULAR MECHANICS
AIR REDUCTION
DELL & HOWELL

the
reply-o-letter

Dept. RDM1
7 CENTRAL PARK WEST
NEW YORK 23, N. Y.
CIRCLE 9-9119

Sales Offices:
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO



SHORT NOTES

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **SEEMS LIKE** they are having quite a hassle in Pennsylvania over an interpretation of Pa. Sales Tax, paragraph TRA-262 (9) which specifies direct mail advertising literature is exempt but envelopes, forms, reply cards, order forms and similar items are not considered to be "literature and are taxable". Asher Charleston of Standard Dental Products Co., 908 Chestnut Street, Philadelphia 7, Pa. is protesting the ruling . . . but is making slow progress. He thinks (and we agree) everything in a direct mail package is "literature". You can't mail the "literature" without an envelope, reply form, etc. Mr. Charleston also believes the Graphic Arts Association and the Envelope Manufacturers should help him in getting a better interpretation.

□ **HILDEGARDE COOK** of Washington, D. C. uncovered one of the dumbest examples of inquiry answering. She was making a survey on a particular subject and wrote to a number of prominent national publications for back copies of certain issues. One 2¢ Government card was received postmarked Gary, Indiana (no publication had been addressed there). The card read, "Dear Miss Cook: We are sorry, but we are all out of the November editions of that month". Signed in type, "Circulation Dept.". Since some publications didn't answer, Hildegard can't even figure out by process of elimination which one sent the dumb answer. To our publisher friends: Better check your circulation department personally to see who is answering your mail.

□ **ALONG THIS LINE** . . . heard of a recent case where a financial institution nearly became involved in a deserved damage suit. A clerk had made a terrific boner damaging to a customer's reputation. The President wanted to correct mistake but was too busy to dictate a letter. Asked his secretary to do it. He

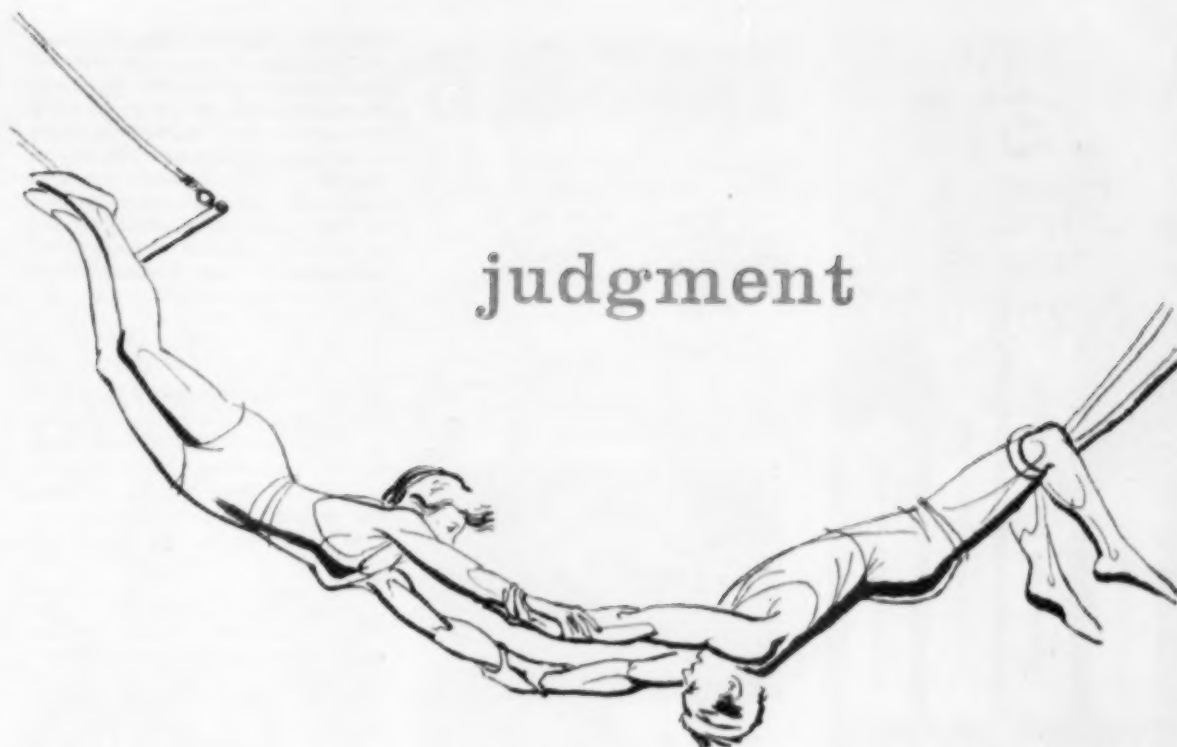
signed without reading. The letter of "correction" made things worse than the original mistake. That's how snafus in business develop. Too little attention to details.

□ **ROBERT STONE** of National Research Bureau, Chicago, has been elected new president of the Mail Advertising Club of Chicago. Shown turning over



the gavel for the new year is outgoing club president Charles S. Downs (left) of Abbott Laboratories. Other MAC's elected to hold office during 1957 were: Robert Enlow (American Medical Assn.), first vice-president; Dick Hodgson (Advertising Publications), second vice-president; Fred Salmon (Runkle-Thompson-Kovats), secretary; and William Flory (Harris Trust & Savings Bank), treasurer.

□ **MORE THAN 35,000** floor and wall covering dealers and distributors will receive a new monthly house organ being published by the Mastic Tile Corp. of America, Newburgh, N. Y. Titled **The Matico Tiler**, the new external publication is an illustrated four pager with a newspaper format. Vol. No. 1, mailed last month showed that the publication places heavy emphasis on dealer promotion and reader participation. Features such as "My Successful Matico



judgment

Did you ever wonder why some direct mail programs succeed, while others fall flat on their face?

The problems confronting each can be the same. The same "tools" are available to both. Yet, success for one, failure for the other. Why?

Success, we believe, lies in an intangible called JUDGMENT . . . knowing when to do what, and how to do it under given circumstances; knowing what approach to use, what offer, what "vehicle", what action to go after. More than any other element, judgment makes the difference between the program that gets maximum results and the one that barely gets off the ground.

Why not let an organization with 35 years of successful Direct Mail experience apply its mature judgment to your direct mail. You'll find, as have many others*, that it pays, in dollars and cents, to consult a specialist.

THE BUCKLEY ORGANIZATION . . . ADVERTISING • DIRECT MAIL • SALES COUNSELLING • since 1921

Philadelphia National Bank Bldg., Phila. 7, Pa., Rittenhouse 6-0180

(Exclusive Philadelphia member of the TRANSAMERICA ADVERTISING AGENCY NETWORK)

*American Friends Service Committee
Atlas Powder Company
The Conard-Pyle Co.
Consumers' Research, Inc.

E. I. duPont de Nemours & Co., Inc.
Farm Journal
Franklin Research Co.
Hardwick & Magee Co.

International Business Machines Corp., Electric Typewriter Division
Kiplinger Washington Agency
Lester Piano Mfg. Co., Inc.

J. B. Lippincott Co.
Minneapolis-Honeywell Regulator Co.
RCA Victor—Radio
Westinghouse Electric Corp.

FOR DEALER HELP CAMPAIGNS
THAT REALLY HELP DEALERS

call or write to...

**AHREND
ASSOCIATES, INC.
PLaza 1-0312**

PRODUCTION SERVICES

MERCHANDISE & MAIL ORDER COUNSEL

SALES PROMOTION IN PRINT

SALES DEVELOPING SERVICES

**601 madison ave.
new york 22, n.y.**

PHOTO-ENGRAVERS

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR
FILM OR PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8585
Branch OR.: Newark, N. J., Allentown, Pa.

SHORT NOTES CONTINUED

Promotion" (a dealer contest) are designed to uncover unique and imaginative selling approaches in the floor and wall covering field. A swell job of house organ editing.



□ **LETTER & ENVELOPE ADDRESSING** now can be done simultaneously... with only one manual typing. The addressing feature is part of Royal Mc-



Bee's new Model 330 Robomatic, latest development in the Robotyper line. While the operator addresses the letters at the keyboard of the control unit, a second electric typewriter automatically duplicates the addresses on the envelope. Letterheads are on a continuing roll (perforated), and envelopes are attached to a similar roll in the second machine. Robomatic is the only unit of its kind which can be operated from record roll or keyboard. For complete information, write to Royal McBee at 2 Park Avenue, New York 16, N. Y.



□ **TOTAL MARKETING**, the lively newsletter published by Wexton Advertising Agency, Wexton Bldg., 11 E. 47th St., New York 17, N. Y., is a wonderful showcase of the agency's services. Each issue pictures and briefly successful efforts created by Wexton coordinated advertising and marketing. Offering 17 "total marketing" services, the agency does a complete selling job for clients... leaving no stone unturned to accomplish sales objectives. The newsletter's capsule case histories do a fine job of explaining Wexton results.



□ **DENNISON MANUFACTURING CO.** has come out with a new gummed label for mailers using the revised postal

regulation which now permits sending 1st Class mail inside parcel post (4th Class) packages. While the letter may be enclosed inside, 3¢ per ounce for it still must be carried outside the package, in addition to regular 4th Class postage. The package must also be marked "First Class Mail Enclosed." To help speed up mailing operations, Dennison has produced the copy in bright red and white labels... now available at most retail stationery stores for \$1.65 per 1,000.



□ **THE WORLD'S FIRST ENGINEERING LABORATORY** devoted exclusively to the development of electronic typewriters and related electronic office equipment is being built in Lexington, Ky., by International Business Machines Corp. Scheduled for completion in July of this year, the lab will be a two-story, 40,000 sq. ft. structure for advanced typewriter design research. All of IBM Electric Typewriter Division's development engineering facilities in Kingston and Poughkeepsie, N. Y., will be moved to the Lexington lab.



□ **WILLIAM H. BEATTY**, vice-president of R. L. Polk & Co., Detroit, is shown here launching one of the Free Europe Press balloons... which have carried millions of truth leaflets over the Iron Curtain to combat Soviet domination of a free press. Photo was taken a few months ago when he was with a group of 54 prominent Americans who made an overseas inspection tour of Crusade For Freedom facilities. The Polk executive is Michigan State chairman for the Crusade For Freedom, which supports both the Free Europe Press and Radio Free Europe.



□ **13,000 NEW JERSEY BUSINESS FIRMS** are listed in the 1956-57 edition of the *New Jersey Industrial Directory*, published last month. Using electronic compilation for the first time this year, the 56-year-old directory now has a permanent record which permits continuous maintenance. The new volume contains names and addresses of over 34,000 N. J. business personnel. It lists all firms in the state, breaking them down by municipalities, products, officers, employees, etc. Also contains useful market statistics for those who want to buy or sell in N. J. You can get complete information, price, etc., by writing to publisher George Bernard at 400 38th St., Union City, N. J.



□ **JOGGING LIGHT WEIGHT PAPERS** is easy with this new machine claims its developer, A. J. Harvey of Harvey Engraving Co., 4228 Joy Rd., Detroit 4, Mich. Mr. Harvey says his



stationery company handles a lot of tissues and onion skins . . . and just couldn't get them to jog easily on conventional joggers. So they decided to make their own . . . and came up with one which operates on an pulsating air flow from the center of a 12" x 22" table. The air separates the sheets, allowing them to settle quickly on the vibrating jogger. The innovation was so successful, they're now marketing the machine under the trade name Jog-Air. You can get an illustrated brochure on it from Mr. Harvey, at the above address.



□ **SYLVANIA ELECTRIC PRODUCTS, INC.**, is doing a whale of a direct mail job on their lighting fixtures for business and industry. They've come out with a whole series of informative booklets with such titles as "The Story of Infrared Lamps," "Sylvania Lighting Fixtures & Systems," "Sylvania Fluorescent Lighting Guide Book," "More Light

East Side, West Side All Around The Town . . .

Cupples envelopes have won renown. Put your sales message on the right track with Cupples Personalized envelopes.

Make your direct mail advertising more interesting to the eye with creative design. Our art department is ready to suggest ideas for your next direct mail campaign.

Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York
TRiangle 5-6285

Sales Offices • Philadelphia • Boston • Washington



There's only
One
**DICKIE-
RAYMOND**

DIRECT ADVERTISING
and
SALES PROMOTION

for 36 Years

*Planning
Writing
Production*



470 ATLANTIC AVENUE
BOSTON

225 PARK AVENUE
NEW YORK

**NOW
RAPID
FILM
LETTERING
TO ANY SIZE
YOU WANT**

**Reduced or Enlarged...
Positive or Negative**

Still only \$1 a word!

With our newest equipment, Rapid Film-Lettering gives you a choice of lettering styles in *exactly* the sizes you need for your layouts or mechanicals, eliminating the usual delays and expense of stat.

No minimum. No extras. Round-the-clock service. All styles. Glossy prints for reproduction. Mail deliveries anywhere in U.S.A. Order from Style Book DM. Free on request.



**RAPID
TYPOGRAPHERS INC.**
305 East 46 St., N. Y. 17
Murray Hill 8-2445

SHORT NOTES
CONTINUED

For Less Money With Sylvania Mercury Vapor Lamps," "Good Lighting Is Good Business," etc. and the latest is a 28-page industrial lighting booklet titled "Prescribed Lighting Protects The Eyes of Industry." This one looks and reads like a top-notch, illustrated textbook... offering a complete guide for proper industrial lighting. Sylvania's publications are industrial direct mail at its best. You can get sample booklets by writing to them at Wheeling, W. Va.



☐ **LOOKING FOR MERCHANDISING & PROMOTION TIE-INS?** Suggest you get a copy of the booklet "Special Days, Weeks & Months in 1957"... available at 50¢ per copy from the Domestic Dist. Dept. of the U. S. Chamber of Commerce, 1615 H St., N. W., Washington 6, D. C. It's a 48-page listing of over 300 business promotion events, legal holidays, religious observances, etc. . . . and their sponsors. Some of the listings sound a little ridiculous (Tax Freedom Holiday, Save the Horse Week, Old Stove Roundup, etc.) . . . but most of the events can fire good promotion or merchandising tie-in ideas.



☐ **IF YOUR OFFER** could be enhanced by a "metallic" touch . . . you should investigate the Met-Glo printing inks created by Rothchild Printing Co. in New York. Met-Glo inks contain combination of color and metallic inks blended to create a brilliant effect. Available in six unusual shades: bronze, azure, slate, verdant, cameo and mauve. You can get a specimen sheet by writing to Rothchild at 52 E. 19th St., New York 3, N. Y.



☐ **TWO NEW BUSINESS FILMS** of interest to direct mailers are now available for group showings. One is "You're On The Team," a 15-minute training film produced in Kodachrome by Eastman Kodak . . . to help teach their own employees bulk mailing procedures. Most of it is devoted to showing girls efficient hand operations, work simplification methods, etc. . . . but it offers a wonderful look at Kodak's multiple stylus printer, insertion board, card sorting machine, etc. Available in 16mm. by

writing to the Non-Theatrical Films Div., Rochester 4, N. Y. Another available film is "The Typewriter In Business," produced by Remington Rand. It demonstrates the purpose and use of important typewriter devices, attachments, etc. Every major use of electric, manual and noiseless machines is covered in this 20-minute black and white picture. To arrange a screening, write to RR at 315 4th Ave., New York 10, N. Y.



☐ **KEEPING INDUSTRIAL CATALOGS UP TO DATE** is easy for customers of Miniature Precision Bearings, Inc., Precision Park, Keene, N. H. The ball bearing manufacturer sends their customers product additions, new information, improvements, etc., produced on special catalog inserts. The supplements have a strip of Kleen Stik pressure sensitive adhesive on the back of the bind-in edge. All the recipient has to



do is peel off the backing and insert the sheet in its proper place in the catalog. Each new sheet is sent with removable instructions printed on top. Good idea.



☐ **MOHAWK AUTOMOBILE TIRES** are in for a big promotion boost . . . with powerful direct mail support. After recent signing of The Mohawk Rubber Co. account, Carr Liggett Advertising, Inc., 512 NBC Bldg., Cleveland 14, Ohio, announced plans for a big national advertising and promotion campaign for the Akron tire maker. John F. Wilson, president of the Cleveland agency, says that in addition to other media "the new schedule also places heavy emphasis on direct mail." Beginning immediately, the campaign is budgeted at around \$250,000.



Now you see it...

... and then, in a split second it will be gone, snatched into a mail car going eighty miles an hour. And because of the speed and dispatch with which the mail moves, this "catcher pouch" is only one of the bruising hazards to which your correspondence is exposed.

Hopeless? Not at all. In fact, your

"paper emissaries" stand a very good chance to arrive almost as well groomed as when they left your secretary's desk. Just do this: insist on HOWARD BOND when you order letterheads.

No mystery about it. HOWARD BOND is simply made stronger, with the trials of today's mail service—

even first class—well in mind.

Infalible? No, again. But this quality of durability accounts in part, for HOWARD BOND's established reputation as "*The Nation's Business Paper*." Your printer or paper merchant will show you samples in *whitest white* and a rainbow of clear, clean colors.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basic 30—Wove finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

SHORT NOTES CONTINUED

□ **DEBUT DEPT.:** F. W. "Finkie" Finkenbinder, talented cartoonist and letter writer who graced our Nov. '56 cover, made his speaking debut on Dec. 11 . . . at a meeting of the Kansas City Direct Mail Club. Now that "Finkie's" wit has taken to the rostrum, we predict you'll be hearing more and more about Danuser Machine Co.'s "man with the open mind" . . . an up and coming direct mail celebrity.



□ **THIS DIE-CUT POSTCARD** mailed by Akers Motor Lines, Inc., Atlanta, Ga., dramatized the claim that they were "First choice with shippers." Message on the other side said "From Maine to



the Deep South—all along the Eastern Seaboard, Akers is the choice with shippers who want more for their transportation dollars. First things come first with us at Akers—and meeting your every transportation need is our reason for being in business." Good format for banging home a good copy approach.



□ **SPEAKING OF DIE-CUT FORMATS** . . . Barksdale Valves, 5125 Alcoa Ave., Los Angeles 58, Calif., produced a beauty to demonstrate the working action of their 4-way foot operated valves. Piece was die-cut to show inside the valve, as well as the easy foot pedal motion. If you want to see an excellent treatment of a hard-to-illustrate industrial product, write to Barksdale's, M. C. Nelson. He might be able to send you a sample. (Continued on Page 50)

HOW MACHINE TYING SERVES BUSINESS and INDUSTRY



"For 1/2-million-piece mailings ... Bunn Machines a necessity"

says Donald Walters, Pres., American Advertising Service

"Sometimes it is necessary to quote on mailings of up to one-half million pieces," reports Mr. Walters, who heads this Cincinnati direct mail firm. "Without our Bunn Tying Machines, it would be impossible for us to quote on a job that size . . . let alone accept it if offered. Truly, Bunn Machines are a very important and integral part of our mailing operations."

Tying out huge quantities of mail . . . quickly . . . is simple and economical with Bunn Package Tying Machines. Each wrap and tie of the strong twine is made in 1 1/2 seconds . . . or less . . . never too tight, never too loose. Bunn Machines adjust automatically to any size or shape . . . tie the smallest commercial envelope or the largest catalog type. The slip-proof Bunn knot . . . which can't come undone . . . is approved by postmasters everywhere. Operation of Bunn Machines is fatigue-less, simple . . . beginners immediately do as much work as 5 to 10 experienced hand-tyers.

BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-17, Chicago 20, Ill.
Expert Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-17
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City Zone State



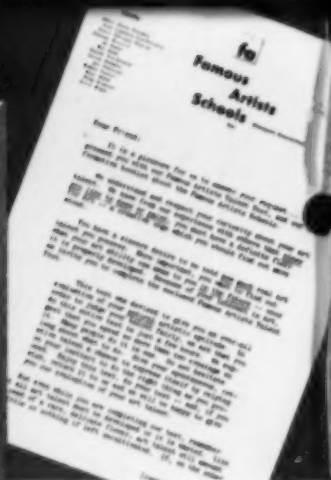
**GET THE
WHOLE STORY**
Send today for
this fact-packed
booklet, which
illustrates the
many advantages
of Bunn Tying
Machines.
Or let a Bunn
Tying Engineer
show you.
No obligation.

Is ART In Direct Mail Just Gilding The Lily?

... With so much attention to lists and copy, what about proper presentation? Can it improve results that much?

Al Dorne is a famous artist. He's the guy who claims he can spot a direct mail piece every time it's been laid out by a copywriter. We heard him say this at a recent 100 Million Club meeting in New York. A cute remark, yes. But, if you'll think for a minute, there's more truth than cute in Al Dorne's barb. If you take a good look at your morning mail, those words take on some real meaning... for that's what's wrong with a lot of direct mail: It lacks art direction—or better, it lacks proper presentation by competent art

minds. The same kind of attention to art as is paid to markets (lists) and to copy can pay off handsomely and be well worth the additional expense (investment). We listened carefully to the 100 Million Club talk. Then talked to the man himself. We looked over the kind of promotion he uses to ring up big ticket (\$337.50 per) sales for the Famous Artists' 3-year course. Art? Well, naturally. But more important, his story is a real lesson for the value of proper presentation in mail persuasion.



Cover Story—Exclusive Reporter Case History

THE STORY BEHIND AN ARTISTIC PR

FROM WESTPORT, CONNECTICUT, a plush suburban home of many talented New York commuters, Famous Artists Schools conducts one of the most successful correspondence courses in the history of mail education.

The "Famous Artists" is no mere poetic or promotional title to build up the company name. It accurately refers to twelve of the nation's most celebrated artists... who founded the school several years ago to make top flight art instruction available "for everyone—everywhere". These top stars of the commercial art world included: Norman Rockwell, Al Parker, Ben Stahl, Robert Fawcett, Jon Whitcomb, Austin Briggs, Harold Schmidt, Fred Ludekens, Steven Dohanos, Peter Helck and Dong Kingman.

The twelfth leading artist was Al Dorne, a keen creative thinker who has been the school's main guiding light since its start. As president of the organization, Dorne has displayed an equal talent for complicated business administration and spectacular salesmanship... rare qualities for most big time artists of today.

Undoubtedly the school's success is building a handsome annuity for the twelve Famous Artists; but the main reason for releasing their expensive talents to mail order was the fact that they felt a sincere obligation to develop new talent. As the nation's greatest selling artists, they had received thousands of requests for advice and guidance from hopefuls who

wanted to crack the professional art field... and the twelve idols well remembered their own tough struggles to get to the top. Most of them started with almost nothing, and had no formal art training at all.

So combining their talents, these cream-of-the-crop artists worked for three years to develop a home-study course which could teach creative art to almost anyone. With more than 5,000 illustrations especially made for the texts by the Famous Artists, the course was designed to "show" rather than "tell". Its teaching method was linked to personal analysis and helpful criticism by mail... from a staff of full-time instructors who work under supervision of the Founding Faculty. The complete course, including personal guidance through its own unique method, is now priced at \$337.50 cash for a 3-year training period. Several time payment plans are also available.

From the very start, Famous Artists Schools has promoted their inimitable instruction with the utmost integrity. The approach has always been that of a cultural institution simply using good mail order principles to market an aesthetic intangible... not a "mail order business" selling a product or "package."

By constantly upgrading this philosophy—injecting more and more of the institution's intrinsic values into their promotion—Famous Artists Schools has seen a steady rise in both student enrollments and overall respect for the entire Westport organi-

zation. Each promotion produced has become better than the one before it... in an unending effort to tell the Famous Artists story as thoroughly and honestly as possible.

Even though the school had produced several successful booklets, Al Dorne still thought the Famous Artists story could be told better... with more completeness, better visualization and greater dramatic impression. So last summer he set sail at the drawing board and typewriter to personally create a "spectacular" descriptive booklet which would profile Famous Artists Schools and its instruction from start to finish. The finished publication became one of the most comprehensive and creative printed promotions of its kind ever produced.

From cover to cover, the booklet's 54 multi-color pages (size 9 1/4" x 12 1/2") are unsurpassed in impressive visual impact. They show and describe just about every imaginable detail of the school's thorough operation... with each column of convincing copy substantiated by scores of brilliant photos, illustrations and cartoons. In a nutshell, the whole glamorous presentation throws off an almost irresistible radiation of "professional art success".

To develop inquiries for their overwhelming booklet, Famous Artists uses both direct mail and space advertising... backed up by the tremendous weight of national, mass media publicity. Their direct mail inquiries come from selective mail-

Famous Artists' School of Design
is brought to you with equal simplicity
and effectiveness!

This greatest advance in the history of our teaching medium is
easy for you to produce better pictures — helps you to find a new
freedom of expression and greater enjoyment in your painting

Now the new standard is set! — Then the time has
come when the art of the professional artist can be
taught to the average person in a short time. The Famous
Artists' School of Design is the first school to do this.

The Famous Artists' School of Design is a school to teach the
art of the professional artist to the average person in a short
time. It is the first school to do this.

In the new design, the
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Sample of FA's test to determine awareness of
good design. Can you pick right ones (A or B)?

PROMOTION

by Dudley Lufkin,
Field Editor

ings to many varied lists ranging
from intellectual book buyers to "do
it yourself" mail order customers . . .
one of the best found markets for art
training courses.

But Famous Artists' largest inquiry
producer is their extensive program
of space advertising handled by Max-
well Sackheim & Company, the
school's New York agency. Ads in a
host of class publications are beamed
to a free offer of the Famous Artists'
creative Talent Test . . . a simple visual
quiz which tests the inquirer's
ability to appreciate the basics of
good design and other artistic fun-
damentals.

As a result of these tests over the
years, the school has found that 30%
of the people taking it have a passing
awareness of what's visually right or
wrong. These are the type of people
who then receive the Famous Artists
booklet . . . mailed in a smartly-de-
signed envelope with a cordial cover
letter, signed by Al Dorne.

After the prospect has a chance to
read and absorb the detailed booklet,
one of Famous Artists' 140 regional
field representatives calls on him per-
sonally. Equipped with a powerful
sales presentation, the personal rep-
resentative follows up the booklet
with additional information designed
to secure the enrollment. If this
double-barreled impression of the
prestige booklet and personal presen-
tation fails to convince the pros-
pect, he is put on a list to receive
additional promotion mailings . . .
which keep up his interest between

personal follow-up calls.

And if a student procrastinates on
sending in a lesson after he's enrolled,
the school sends him personal di-
rect mail reminders . . . building up
his confidence and urging him to get
his drawing assignment into the mail
as soon as possible. It is this sense
of personal interest and direction
which seems to make Famous Artists
Schools tick so successfully . . . from
beginning promotion booklet to final
graduation diploma.

While the exact number of students
now enrolled is kept confidential, it's
no personal secret that the school's
three courses — Commercial Illus-
tration, Painting and Cartooning — have
directed countless people into success-
ful art careers. But the nationwide
need for even more good creative art-
ists is still great . . . particularly in
the direct mail field.

Speaking at a meeting of New
York's Hundred Million Club not long

ago, Al Dorne said that design, layout
and illustration in most direct mail
hasn't kept pace with the increasing
pictorial trend in other media. And
he urged all direct mail users to pay
more *visual attention* to their mailing
pieces.

One of the best ways to start pay-
ing such attention might be to answer
the next Famous Artists ad you see.
The beautiful booklet you'll receive
probably won't sell you on dropping
your present business for a big-paying
art career . . . but it will give you a
superlative example of what Mr.
Dorne means by "visual attention".

It will show you how the best in
the business visually dramatize their
important story for maximum impact
... to influence the beginning of
countless new careers. Chances are,
it will inspire you to start your own
private career . . . toward producing
better looking, more effective direct
mail. ●

Cover and typical spread of Famous Artists' tell-all booklet
which presells prospective student before salesman's call.

HOW DID WE DO IN '56?

*In a Busy Selling Year,
How Much Was Done To:*

1.
Eliminate frauds, rackets, obscenity?
2.
Stop tricky, insincere and misleading practices?
3.
Avoid irritating list duplications?
4.
Develop better Post Office relations?
5.
Get rid of inconclusive test reports?
6.
Create a better understanding of the medium?
7.
Consider changing the terminology "direct mail"?
8.
Study the possibility of more readership surveys?
9.
Study mass motivation's usefulness in direct mail?
10.
Stimulate a larger and better annual contest?
11.
Bring more people into the field, through education?
12.
Generate more interest in ideas, copy and planning?

These were 12 "Hoped For" projects at the beginning of last year. Here's what a cross-section of practitioners say has been accomplished on them during 1956—

**A Round-Up Report
by Henry Hoke, Sr.**

IN THE JANUARY 1956 REPORTER . . . we devoted an entire issue to a feature report on what a cross section of direct mail people "hoped for" during the following year. We had interviewed in person or by letter hundreds of contacts . . . and gave their opinions under twelve logical headings.

That feature report received widespread attention and comment. One correspondent said, "You've blazed a new trail in journalism by getting away from the stuffy crystal ball prognostications made the first of every year. It's terrific!" Others wrote suggesting we ought to make frequent reports on how the projects were making out. Some even wanted the feature repeated in the first issue of every year.

But it would be repetitious to repeat. A survey made now would develop practically the same opinions under the same headings. Those who have joined *The Reporter* reading circle during the last year should try to get hold of the January 1956 issue. Perhaps it is at your library. Review the material there. To satisfy the other suggesters . . . we'll give you a quick rundown of the twelve Hoped-For projects . . . with brief comments on what has developed during 1956. They will stand as continuing projects for 1957.

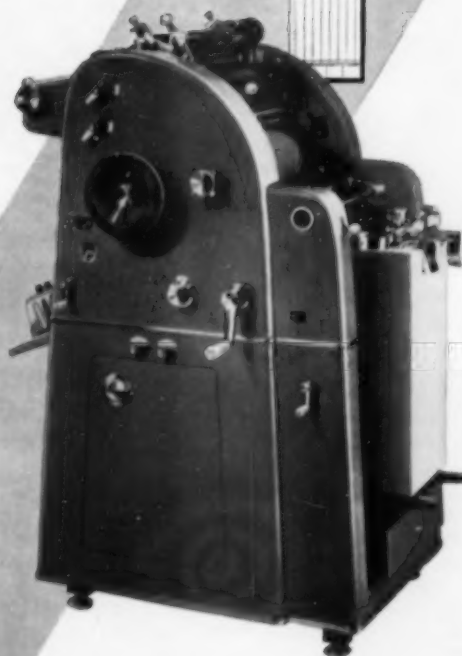
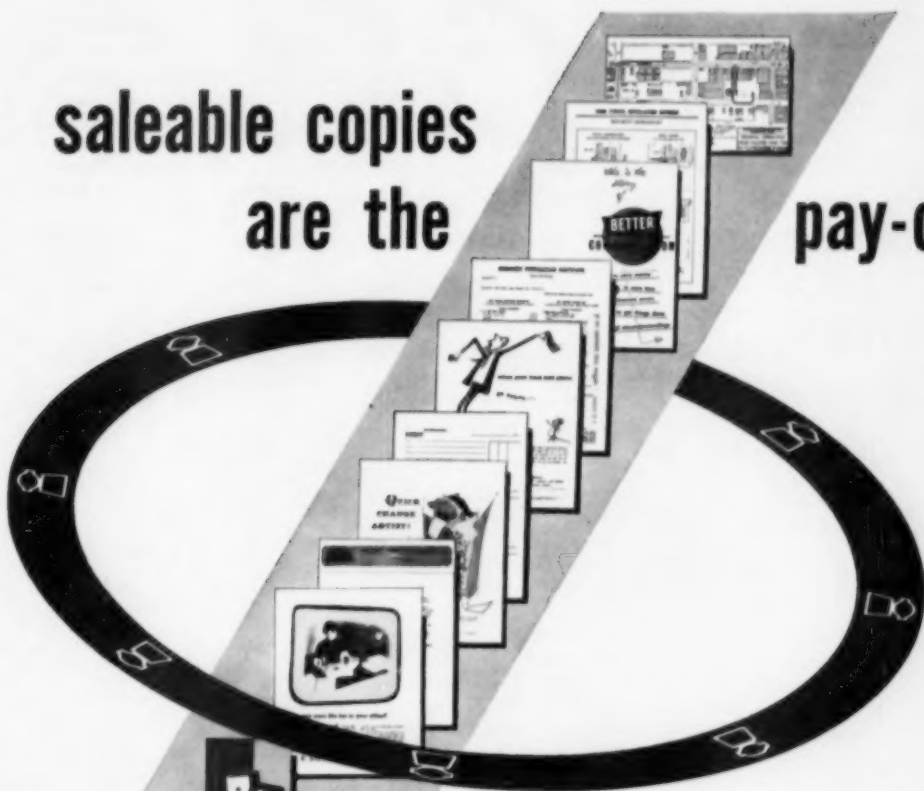
A cross section of direct mail practitioners from all over the American continent felt that these were the most important projects:

1. WE HOPED FOR an increased drive to eliminate frauds, rackets and obscenity from the mails.

COMMENT: Progress has been made, but the problem isn't licked. Postal inspectors have been unusually active. One issue of the *Postal Bulletin* carried one and one-half pages of fraud order listings against foreign concerns. Nearly every weekly issue reveals new names on the domestic fraudulent or unlawful lists. The Post Office Department recently won con-

saleable copies
are the

pay-off



Let's agree that saleable copies make up the life blood of letter shops. The quality must be there. Prices must be competitive. Production costs must show a profit.

That's why it is significant to know that almost half of the first 500 A. B. Dick Model 350 offset duplicators were bought by letter shops and printers. Equipment must be right to meet their specifications. Today some have bought their second and third machines.

For more information—If you would like to know more about this machine that has made good where copy standards are the highest under the most rigid cost controls, simply mail the coupon below.



A · B · DICK®

MIMEOGRAPH • SPIRIT • AZOGRAPH • OFFSET
IMPRESSION PAPERS • FOLDING MACHINES

A. B. Dick Company
5700 Touhy Avenue
Chicago 31, Illinois

RDM-17

Please send me more information about the A. B. Dick offset duplicator, Model 350.

Name _____ Position _____
Organization _____
Address _____
City _____ State _____



NATIONAL SOCIAL DIRECTORY 1957

WITH over 17,000 of America's most prominent families listed, the Directory is the only nation-wide compilation representing all parts of the country, from Puget Sound to Florida, from Maine to San Diego.

Each family's listing includes the address, telephone number, clubs, colleges, wife's maiden name and the children's names, as well as winter, summer or foreign addresses.

These are the luxury-minded families that lead their communities through their interest in the arts, in science and business, in charity work, and through their hobbies, sports and travel.

The National Social Directory 1957 is available to direct mailers at \$25.00 per copy. Write to:

NATIONAL SOCIAL DIRECTORY
624 Madison Avenue
New York 22, N. Y.

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you.

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

CLIP THE CLIPPER

Like many other BIG NAME firms, you, too, can clip monthly Clipper art for striking, original layouts that can be produced in a jiffy. Free sample. Yours to use. Address . . .

MULTI-AD SERVICES, INC.

Box 804W Peoria, Illinois

victions against eight California real estate operators for mail fraud. We believe some of the increased activity is due to the awareness of direct mail people that fraud and obscenity hurts all direct mail. Reporter readers particularly are reporting more cases to postal inspectors. That's good. Keep doing it.

But in spite of all efforts . . . new cases of fraud and obscenity pop up. The phony directory publishers are put out of business in one city . . . then a new one starts in a different location with the same old forms. By the time the Post Office or Better Business Bureau succeed in stopping it . . . the promoters have raked in gravy (new one just started in Baltimore recently). The same thing applies to pornography. Close up one, another starts . . . usually with the same mailing list and "art".

One of our correspondents reported a distressing case. On a visit to friends, it was found that parents were thumbs down on *all direct mail* because their twelve-year-old son had received pornographic offers through the mail (he probably got on some rented list by answering a coupon or writing for a premium). That case was solved by our correspondent showing the parents the January and September 1956 *Reporters* . . . proving that the direct mail fraternity is trying desperately to keep the mails clean. At any rate . . . progress is being made on this project. But it's a continuing fight.

2. WE HOPED FOR a gradual (if not now) elimination of tricky, insincere, deceptive and misleading practices which irritate recipients.

COMMENT: Progress is being made. We have little definite proof . . . but it seems like complaints were less during 1956. Among legitimate mailers . . . most are leaning over backward to avoid criticism. There has been too much negative reaction against exaggerations and misrepresentations. But even the DMAA with its Code of Ethics cannot control or influence the fringe operators. We are still getting complaints against and evidence about the shady promoters of mail order schemes (not exactly fraudulent, but decidedly misleading). Some manufacturers have even gotten into the racket by offering huge profits to neophytes who

will sell their products for "drop shipment". (Why doesn't the manufacturer sell them himself?)

There are still complaints against misleading appeals which masquerade as surveys but which really attempt to sell furniture, silverware or dishes at "reduced prices". Prospect has to buy in order to be a "judge". There are still too many examples of "punch-board" schemes . . . and the sending of unordered merchandise for which payment is demanded in frequent follow-up dunning letters. Perhaps the spotlight of publicity will eventually put these practices out of existence. Keep reporting the fringe cases to your local Better Business Bureau, the postal inspectors, or . . . to us.

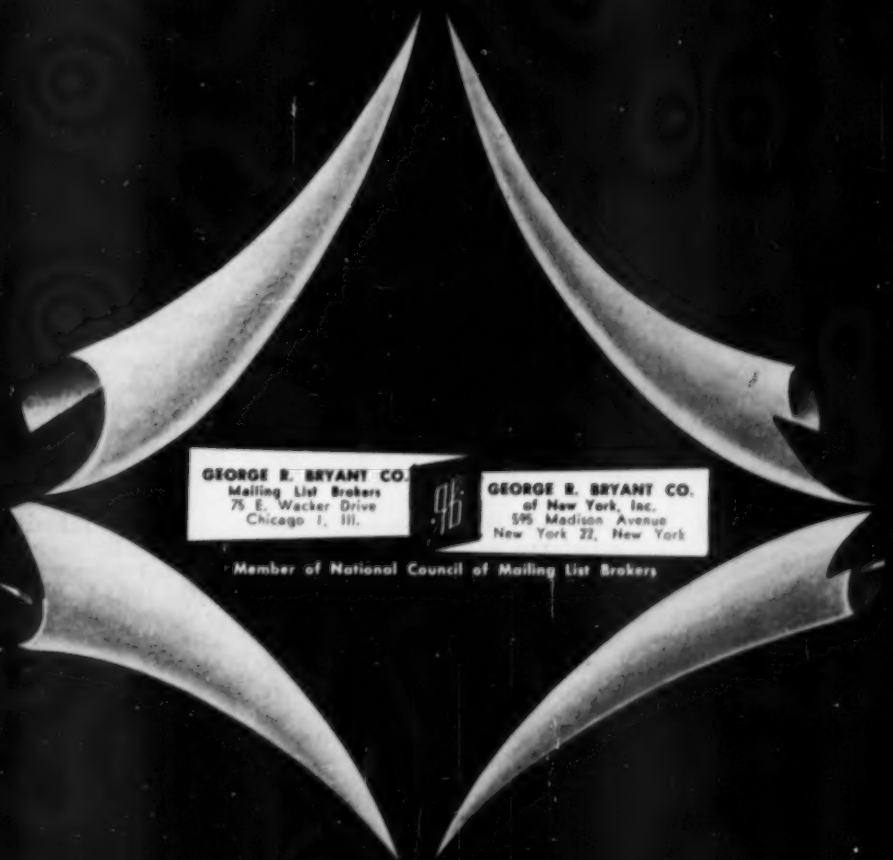
3. WE HOPED FOR an increased effort on the part of all mailers to avoid irritating duplications by (a) better list handling and by (b) better mechanization methods which would be applicable to small as well as large users.

COMMENT: Still a headache. But the mass mailers (to which it applies most) are seriously working on it. The mail order panel at the 1956 DMAA convention devoted half its time trying to iron out this problem. Too long a story to discuss here. But all mailers, large, medium or small, will have to realize that the list is one of the major elements of all direct mail work. If you send to the wrong people, or too many to the right people, you are defeating your objectives. Takes eternal vigilance. Improved mechanization will help . . . and that's coming along fine (as you noticed in December 1956 issue report of National Business Show).

4. WE HOPED for better relations with the Post Office Department . . . and better service on certain phases which have been neglected.

COMMENT: Worse . . . and better. Postmaster General Summerfield's roughshod stampede for higher postal rates . . . ignoring appeals for a realistic postal policy . . . didn't do any good to friendly relations between the department and its biggest

Our clients know we don't "sell" them mailing lists. We help them select and test the lists that are right for their own offer. All of our contact people know from first-hand experience what it means to make a mailing that fails to get maximum results . . . because they have all carried the responsibility for mailings. We would be glad to help you too!



GEORGE E. BRYANT CO.
Mailing List Brokers
75 E. Wacker Drive
Chicago 1, Ill.



GEORGE E. BRYANT CO.
of New York, Inc.
595 Madison Avenue
New York 22, New York

Member of National Council of Mailing List Brokers

DIRECTING DIRECT MAIL

**to people
who want to buy**

Since the first mail-order piece went out, finding the right customer at the right time has plagued every mailer. However, a large part of this problem has been solved by successful mailers who check our lists first.

As America's largest owner source of mail order buyers, we have 144 different lists available to mailers on a one-time rental basis. Each is a preferred list of identified men, women and juvenile cash mail order buyers—6,000,000 people who have bought just about everything ever sold by mail.

Why not direct your direct mail to them?

Send for our brand new free directory today.

25th year

**BOOKBUYERS LISTS,
INC.**

363 BROADWAY, N. Y. 13, N. Y.
WOrth 1-5871

50 or 50,000 LETTERS

TYPEWRITTEN LETTERS

Individually typed in quantity

**CARLSON AUTOMATIC
TYPEWRITING SERVICE**

1744 N. Clark St. Chicago 13, Ill.
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**DOCTORS GET TONS
OF DIRECT MAIL**

Will yours be read? Do something new and different. Use the "Let's Have Better Motives" Association. Guaranteed to make your details welcome, create good will, put your company on friendly terms with doctors, sell them quicker. Exclusive for you in the medical field.

GYMER — 2129 E. 9th St., Cleveland 15

customers. If he continues in office . . . the squabbling will probably continue (as Harry Maginnis reported in November 1956 *Reporter*). Another goodwill casualty of the year was the demise of the DMAA liaison committee (headed by Harry Porter) with the National Association of Postmasters. That committee started so hopefully and operated so helpfully when the NAPUS section was headed by Postmaster Buddy Mayo of the University of Richmond, Virginia. But Buddy was replaced for some unexplained reason . . . and the whole thing dropped out of sight or sound. Maybe Mr. Summerfield didn't like such close friendship between the postmasters and their customers.

On the positive side . . . the working staff of the Post Office has certainly made progress in improving service. Many outmoded strict regulations have been revised . . . such as allowing more than one window in an envelope; allowing first class enclosures in third and fourth class mail; eliminating time-consuming red tape on metered mailings; more workable rules on inserts and page sizes in publications. Yes . . . there have been improvements.

This new year will probably witness an all-out effort by mail order merchandise men to eliminate the stupid restrictions on parcel post. But those restrictions cannot be blamed on the Post Office. The Congress enacted restrictive regulations to satisfy the powerful Railway Express Lobby.

5. WE HOPED FOR a cleaning up of the "testing problem" and elimination of inconclusive test reports.

COMMENT: Definite progress. There have been less inconclusive "test reports" this year than ever before. The whole direct mail fraternity seems to be wised-up on this point. Particularly the Hundred Million Club of New York.

But with all the controversy over the worth of "test reports," I hope people won't get the idea we here at *The Reporter* are opposed to testing. Intelligent testing, that is. Certainly . . . whenever possible, you should test copy, appeals, formats . . . and especially new products or services. We ran into a case recently where an overly enthusiastic and entirely legitimate businessman made a "test mail-

ing" on an entirely new service to two separate "test lists" totaling more than 500,000 names. The mailing was a nearly complete flop . . . a financial disaster. Analysis showed that list selection was unwise, the copy was lousy even though the service offered was excellent. The pulling power of the "package" could have been determined by a 5,000 (or less) test. So let's keep on testing, but don't be deluded or governed by comparative tests in one business which have no relationship to other business.

6. WE HOPED FOR more intelligent crusading for a better understanding of direct mail.

COMMENT: Much progress. The September 1956 *Reporter* was a challenge in that direction. Caused widespread comment. The suggestions made by David Harrington, chairman of board of The Reuben H. Donnelley Corp. and Andy Andrews, President of American Mail Advertising, Inc. (see page 32 of this issue) are beginning to bear fruit. Steps are being taken to organize a Foundation for the Advancement of Direct Mail . . . to conduct a continuing public relations drive for a better understanding of the medium on the part of users and the public. Hope the enterprise will be able to get going.

In the meantime, attacks against direct mail by other media have lessened or nearly stopped except in rare instances. Some newspapers recently took unwarranted slaps at a nationwide sampling mailing to occupant addresses. As usual, the accounts were garbled and carefully ignored the fact that the Post Office received much more revenue per piece from this mailing than they collect for other types of mail weighing more and requiring much more transportation and delivery costs.

The DMAA has done a good job at recent conventions by getting the advertising agencies spotted on the program. One session at New York was devoted to the agencies and direct mail. Should be continued and improved. More and more agencies are getting interested in and handling direct mail . . . but as one friendly critic of the New York agency session pointed out: "Some of the agencies don't understand the basic problems in direct mail . . . and some of the direct mail proponents don't under-

stand the basic problems of the agencies." So the two groups will have to get together more often.

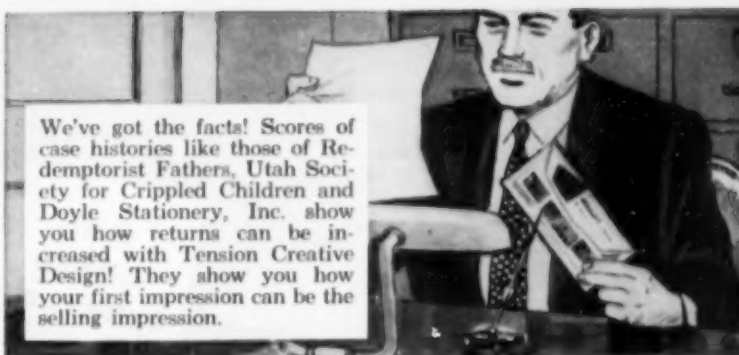
This hoped-for number six is really the basic project for all time. Our comments on it appear in nearly every issue of *The Reporter*. We are always looking for suggestions on how direct mail, as a medium, can do or have a better public relations job. Send your ideas to us.

7. WE HOPED FOR serious thinking about a possible change in the terminology or description of the medium. (Is "direct mail" the right word?)

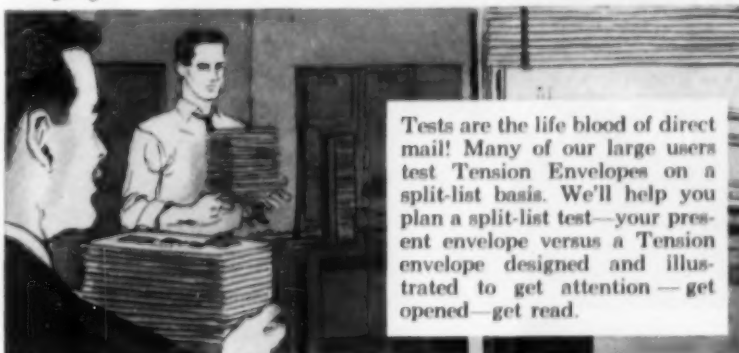
COMMENT: No progress. Several suggestions made . . . but no real solution. "People" still do not understand what "direct mail" means. Tell a group you are "in direct mail" and they ask, "What's that?" Will take a lot more study. Or we'll just have to accept a term which has stuck . . . and make the most of it by describing it simply. Most definitions are too cumbersome. We tried to simplify it at the Mutual Fund convention in Chicago by explaining: "Direct mail is *anything* you write and mail for the purpose of bringing about a friendly and profitable relationship with some other person or persons." That covers anything from a single post card to multi-million mailings — and for any purpose.

8. WE HOPED FOR more study of the possibilities of readership surveys.

COMMENT: Progress. Dickie-Raymond, Reuben H. Donnelley and R. L. Polk are continuing their surveys. We've printed reports on all that have been released. Will do so in the future. Behind-the-scenes discussions hope for some concentrated, continuous research directed by the DMAA or the proposed Foundation which would be financed by all organizations interested in the advancement of direct mail. No end to this project.



If you want to increase returns...



You must be willing to test...



Tests prove Tension Envelopes best...

Mail this coupon for
CASE STUDY of your present envelopes

Mail samples of present envelopes and enclosures. We'll send free recommendation based on actual experiences in yours or a similar line of business.

TENSION ENVELOPE CORPORATION
 Campbell at 19th Street, Kansas City 8, Mo.

Name.....
 Company.....
 City..... State.....

320

New York 26, N. Y. • Minneapolis 1, Minn. • Kansas City 8, Mo. • St. Louis 10, Mo. • Des Moines 14, Iowa • Ft. Worth 12, Texas

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J. W. Cassidy
A. P. Jurgensen
E. Robert Rubin
Sallie Weir
James Dooley
S. Arthur Dombner
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132 pages

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The Reporter of Direct Mail Advertising • Garden City, N. Y.

Send me a copy of "Mail Order Strategy" for which I enclose \$7.50. . . or ☐ bill me.

Name Title

Company

Street

City Zone State

9. WE HOPED FOR a definite move to determine whether the fad for "mass motivation research" should spill over into direct mail. Or should it be forgotten?

COMMENT: Very little to report. Most observers last year advised: "Forget it." Still do. *Reporter* for December 1956 carried a good story on it. Worth reviewing.

10. WE HOPED FOR a larger and better annual contest to select the best direct mail work in the country . . . without emphasis on glamour or elaborateness and with more emphasis on unpretentious but effective campaigns no matter how small.

COMMENT: Some progress . . . but very little. Smaller campaigns got more attention last year . . . such as Danuser Machine Company described in November 1956 *Reporter*. Plans are in the works to simplify and expand the 1957 contest. Will have to report later.

11. WE HOPED FOR an increased drive for more education of both school and adult levels . . . to bring a new crop of well-trained people into the direct mail field.

COMMENT: Little progress. Several schools, such as University of Illinois, are diligently working on adult summer schools. Too many advertising teachers, when asked, "How much emphasis is placed on direct mail in your classes?" reply, "Not too much." The situation won't change much until pressure is applied on all the schools to turn out more competent young people who know direct mail fundamentals.

12. WE HOPED FOR more interest in COPY and the development of ideas and intelligent planning.

COMMENT: Excellent progress. You've probably noticed that we've devoted more and more attention and space to COPY in each issue of *The Reporter*. The two departments conducted by

Orville Reed and Paul Bringe have brought in slews of reactions. In future issues . . . there will be even more emphasis on COPY and PLANNING.

The weakest point in the copy picture is . . . letters. Just plain, ordinary business or selling letters. Found that out on last year's swing around the country talking to various groups. With more and more businesses using "direct mail" . . . the average letter is pretty bad. Most executives think they know how to write a letter. Just natural. But they haven't had any real training for it. We've tried to help by advancing our "Plain Thinking" formulas, but it's a long and sometimes hopeless project . . . unless the schools get busy.

* * *

THAT'S THE END of the roundup report on "hoped-for" projects. The real purpose of this report is simply to repeat the twelve "opinion classifications" of a year ago. And to emphasize them again.

All the projects are important . . . but we think all of them could eventually be taken care of by concentrating on numbers six and twelve. Crusading for a better understanding and more emphasis on copy and planning education.

Keep this list of projects before you during the rest of 1957 . . . and do your best to help.

QUIZ OF THE MONTH

Here's a quiz you can pass along to the advertising department office staff. See how many of them know the answers. We lifted this from the always good "In Transit" h.m. of Atlanta Envelope Company, Atlanta, Georgia. No fair peeking. ●

Test Your D.M. Mail Know-How

- What class of mail may be sent special delivery?
() A—All classes
() B—First and third class
() C—First class only
- What endorsement must appear on bulk 3rd class mail?
() A—Section 562 PL&R
() B—Par. 5, Sec. 571 PL&R
() C—Bulk Rate
- "Form 3547" can be used on what class of mail?
() A—First class
() B—Third class
() C—Third and fourth class
- How much clear space must be left on address side of all mail?
() A—Enough for name and stamp
() B—2 inches
() C—3½ inches
- Second class mail covers which of these?
() A—Newspapers, magazines
() B—Merchandise
() C—Catalogues
- What type of envelope must show sender's return address on the face?
() A—Air Mail
() B—All first class envelopes
() C—Window envelopes

Answers

- All classes may go special delivery.
- "Bulk Rate" must appear on 3rd class mail.
- You may ask for new addresses (Form 3547) on 3rd and 4th classes.
- Leave 3½ inches for addressing.
- Newspapers, periodicals have 2nd class perm.
- Window envelopes must carry sender's name and address on face.

THREE NEW VIEWS ON UPGRADING POINT OUT:

- It's Time To Upgrade The Supplier, Too
- Old, Successful Approaches Still Work
- Professional Upgrading Is Not Always Best

Experts Charles Binger (Reply-O Products, Inc., N. Y.), Theodore Handelman (N. Y. Direct Mail Consultant) and L. P. Latham, Jr. (Latham Time Recorder Co.) sound off with pros and cons in a provocative supplement to the *Reporter's* September Upgrading feature.

THE SEPTEMBER REPORTER FEATURE on "Upgrading Direct Mail" has stirred up quite a fuss . . . of divergent opinions. Enthusiastic delegates at the DMAA Convention in New York buttonholed us to discuss the pros and cons of different thoughts expressed by our September issue contributors. And . . . others stimulated by the subject took the time to write us their own straightforward reactions to "Upgrading Direct Mail." We think the three provocative observations which follow make an interesting supplement to the September feature issue:

Charles Binger Says:

"Let's Upgrade the Supplier"

Reporter's Note: This provocative observation from bewhiskered Charlie Binger, president of Reply-O-Products Co., 7 Central Park West, N. Y. C., would make a good subject for a CLOSED meeting of producers and suppliers at the next convention (even though it might require a few sergeant-at-arms (really armed) to keep the peace).

I WAS INTERESTED in the topic you chose for the Convention issue of *The Reporter*. It's something very close to my heart. . . "Upgrading Direct Mail." But I don't see eye to eye with the majority of your contributors. The place to upgrade direct mail is clearly defined. It lies with the producers of direct mail . . . not the users.

Let's take newspaper advertising as a good example. Where the newspaper publisher doesn't contribute to

upgrading, the quality of the ads run is low. In those cities where publishers have respect for their media, the quality is higher. How many direct mail practitioners will refuse to produce poor copy, misleading copy, bad offers and the like? We are one such house, and I am sure there are others.

Let's upgrade the supplier. Wonderful things will happen. First, the supplier will learn that it pays to steer clear of anything shoddy.

Shoddy firms don't last long, and usually the supplier finds himself stuck with the last bill, anyhow.

Let's educate the supplier that he cannot make money on a single order. That it will pay him handsomely to concern himself with what his customer wants to do or say, for with his experience he can help his customer do and say the right things. When he looks at the problem from his customer's eyes he has a better chance of staying with the account and growing with it.

No supplier, printer, lettershop or what have you, can make money unless he develops continuity with the same customers. Everyone knows this, yet so many producers will take anything that comes along, good or bad, and let the buyer beware.

This is stupid and shortsighted. We work with some of the largest concerns in the country. We have yet to find anyone who resented our suggestions for improving a particular direct mail effort.

As many of your contributors pointed out, upgrading is not necessarily something that will increase the advertiser's cost. Good design costs no more than poor design. Poor reproduction requires as many press impressions as good reproduction. Bad taste and good taste have nothing at all to do with cost . . . nor have good offers as opposed to bad offers. ●

advertising plus

The Modern Direct Advertising Agency— Specialists in Measured Selling

The direct advertising agency has grown to maturity so recently that as yet knowledge of the complete measured service it performs has not been well publicized. This is the story of one of the leading agencies in the field—Harry Schneiderman, Inc.—and how it serves its clients in all phases of their selling programs.

Our agency operates in all the basic areas of Advertising—fact-finding, strategy, and execution. First we find out by analysis, research, and above all by testing, who the customer is, where he lives, what he'll buy, and when he'll buy it—before we propose a plan.

Next, we propose a program outlining how best

to make capital of the facts in the interest of the advertiser. This program spells out in detail what media—publications, radio, T.V., direct mail, catalogs, etc.,—the selling campaign should utilize to give best results, how much they will cost, and an estimate of results.

Finally, upon approval of the program by the advertiser, we execute the job in every detail from the selection of publications, radio or T.V. stations, and mailing lists right through to the creative phases of layout, copy, art, and plates. And, if catalogs or direct mail are involved, we often manage the program through the mechanical phases of printing, paper, binding, and mailing.

Does Every Agency Go Through All These Steps for a Client?

Generally speaking, only Direct Advertising Agencies function in this depth. For example, few general agencies are expert in such phases of advertising as direct mail, mail order, cataloging and list selection and, because of their nature, they cannot attempt to measure specific results.

Does The Direct Advertising Agency Stop Here?

By no means. The nature of direct advertising is such that results are traceable by key to each specific effort. The analysis and interpretation of results with the advertiser are a basic part of such an agency's service. Establishing the profit or loss on each ad, broadcast, letter, or catalog—thus setting up a detailed guide for action in the future—is perhaps the most important feature of direct advertising—certainly it is the unique element. Keyed results of direct

advertising are the best research in the world and the best measure of the value of an ad or an agency.

Does Harry Schneiderman, Inc. Go Deeper Than This?

Yes, our agency goes well beyond this. Our unusual staff equips us to render a complete service. Ranging from Harry Schneiderman's 35 years in direct response media, radio and direct mail advertising through George Cullinan's 27 years in sales promotion, cataloging, mail order, customer list acquisition, control, and maintenance, our service stops not even at the bottom line on the P & L statement. It projects itself into the future of a client by counseling on the maintenance and control of its customer list (the most precious asset), developing long term plans such as 5 year programs, and outlining in progressive budgets alternative methods of selling to expand the business profitably from stage to stage.

Yes, Harry Schneiderman, Inc. goes into the selling problem in true depth—from fact-finding through strategy and execution down to the bottom profit line and even beyond, into planning the future. More than 50 of America's best known direct advertisers will attest to the success of our methods.

Send this coupon for a free copy of our booklet "DIRECT ADVERTISING—FASTEST GROWING MEDIUM OF ALL—a Study in Measured Selling". Better still, call or write us and we shall be glad to explain to you how our unique depth-type service can be applied imaginatively and aggressively to your business. There is no obligation.

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Board of Trade Building
141 W. Jackson Blvd., Chicago 4, Illinois

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Position _____

Company _____

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offer you the only competition you can find in the Addressing Machine industry.

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Over 1,000 Shop Owners Know

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Write:

MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway
Detroit 35, Michigan

Theodore Handelman Says: "Stick With a Good Copy Angle, Even If It's Corny or Old"

Reporter's Note: Here is another interesting reaction to the September upgrading feature. It comes from old-timer Theodore Handelman of 1123 Broadway, N. Y. C., who has long been a competent direct mail consultant . . . and writer on advertising subjects. We are glad the September issue stimulated him to give you all his observations on an important topic.

IN YOUR SEPTEMBER "UPGRADING" ISSUE, Larry Brettner of *American Aviation* joins the ranks of those who deplore the tendency of so many mailers to keep using the same trite openings: "Special Offer," "Limited Deal," etc. But Orville Reed tells your readers, through his column, about the value of sticking to the same copy angle when it pays off, and he cites the letter that *Barron's* has used so often.

Well . . . who is right?

After more than twenty years of making my living as a free lance writer of direct mail copy, what I have learned backs up Orville Reed. Back in 1937 I worked on an assignment with the old master, Robert Collier. He whipped up a three-and-a-half-page masterpiece. I, then hardly more than a cub in direct mail, brashly suggested a new approach. Bob shook his head.

"No," he said, "I've been using this copy angle for many years. It's been my bread and butter. I've used it on all kinds of propositions. And it works."

And lo, it worked again on this new proposition of ours! Orville Reed mentions a sales letter that *Barron's* keeps using. He might be interested to know that this very same letter, with not a word changed, has been used for over ten years . . . if my recollection of what Lester Davis of *Wall Street Journal* once told me is correct. Scores of different letters have been tested against it over the years—but this redoubtable letter goes right on outpulling all the new angles, fresh approaches and what have you.

In my own experience I have had consistently good results with a certain copy opening (just four words). I've used this particular opening phrase for letters that sold magazines, radios, electronic products, investment advisory services, automotive specialties and dozens of other prod-

ucts and services. It keeps on outpulling other copy approaches that I test against it every now and then.

Another copy angle in the past several years has invariably (it hasn't failed me yet, although of course it may, in the future) worked best in the investment service field. Several other tried-and-true approaches have also worked pretty consistently for me.

And what is true for me is undoubtedly true for other specialists in direct mail copy who have been at it for more than a few years. There are certain angles in their "copy armory" that experienced direct mail specialists have learned to rely on. It's their stock in trade, as it were.

Certainly new ideas, new techniques and strategies are necessary when the situation calls for it. But why belittle the tried-and-true approaches, simply because they've been used so often? Wherein is the value of experience, if it be disregarded? If a copy angle or a complete sales letter continues to pull well, it should continue to be used. That, of course, is the obvious answer to the question: "To Change or Not to Change."

But it may be worthwhile to go a bit further to get at why the "trite" approaches continue to be used. In this connection, it needs to be pointed out once again, that what is "trite" to sophisticated advertising men can still be interesting to Joe Smith or Susan Jones of Main Street. Those who see a lot of advertising copy have the occupational disease: boredom with advertising. They should disqualify themselves as objective critics, they can hardly react to a piece of copy the way the general public would.

Why do the old approaches of "Special Offer," "Limited Time Open" and other corny openings still work?

I think it's because they contain a "promise" for the reader. They flag down the eye. Of course the promise may not be fulfilled . . . but it's in the headline, it gets the reader to stop and read on to see what else is there for him.

Then . . . it's up to the rest of the sales letter. And right there is

really the heart of the matter. The copy approach may be trite, or worse . . . but if the body copy develops it skillfully enough, the sales letter as a whole has the necessary *freshness of impact* that will register with the reader.

Maybe this is what Larry Brettner really meant! ●

L. P. Lathem Says:

"Upgradings Doesn't Always Pay Off"

Reporter's Note: Louis P. Lathem, general manager of Lathem Time Recorder Co., 76 3rd St., N.W., Atlanta, Ga., comes up every once in a while with some helpful and pertinent observations. We've had many good letters from him . . . but this, on the upgrading feature, is one of the best. Some of the "pros" may not like parts of it . . . but we'll print the whole thing without further comment.

YOUR CONVENTION ISSUE, Henry, was extremely thought-provoking. Since I could not make the Convention this year, I feel prompted to pass along a few reactions I have after reading the September *Reporter*.

A friend of mine in the feed business uses direct mail to promote a feed which is supposed to sell to the farmer for less money because he can buy direct from the mill. I know him to be a talented writer and artist. One day, I asked him why he did not send out better looking mailing. His answer brought home to me a good business point: "Don't you think I want to produce a better quality mailing? I tried a fancy design on good paper one time. I got a number of letters from customers who criticized me for spending so much for advertising when I should be putting the money into making a better feed."

Here is one example where upgrading appearance fails to pay off.

In my own experience, I have seen a two-fold card with a tear-off business reply card outstrip a letter, stuffer, and business reply card sealed in an envelope. Yet the offer and sales story were identical in each piece. This has happened time and again in our business. And, too, we have found that by giving just enough information to get the prospect to inquire for more is far better than revealing a full story leaving very little extra for the prospect to need to know. Accordingly, we use an inexpensive "bargain" appearing

mailing to get the inquiry. On the follow-up, we use an elaborate brochure and personal letter. In this way, we do two things:

1. Single out the really interested people.
2. Give them a complete, attractive story which they will read because they asked for it.

I believe that really good direct mail is that which gets results, whether it is done simply or artistically. It gains its attention and readership by "going to the right mailing list," "saying the right things," and by "dressing in keeping with the job it has to do."

Something else disturbs me. So many of the direct mail experts advocate getting professional assistance in direct mail. Does really good direct mail have to be professional?

A man who knows his product and can explain it clearly can get more personality in a piece of direct mail than can an agency. He comes closer to reflecting his business in print than could an agency. I am thinking of the small business operators—not the giant corporations—who use the mail. For example, the recipient of a mailing from *Life* magazine, Ford Motor Company, Lever Bros., etc. would expect professionalism. On the other hand, if Diker Service Station, Rosewood Pharmacy or Suburban Housewares sends me a mailing, it had better look economical or folks will get the idea that our local merchants are putting too much dough into advertising, and we will have to pay for it. ●

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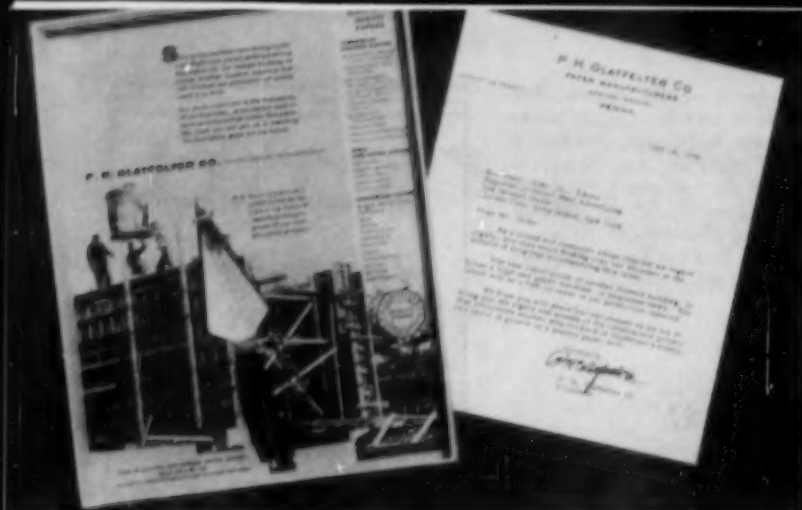
will help you turn your mailing lists into extra dollars quickly and easily! This Book, by Jim Mosely, is packed with **TESTED IDEAS** and **TECHNIQUES** gathered from 20 years' experience—to bring you added profits year after year. Step by step, this informative Book answers your questions and shows you how to find overlooked profits from your mailing lists. Send today for your **FREE COPY** of "How to Double Your Net Profits from Your Mailing Lists." Just attach ad to letterhead or business card. No obligation.

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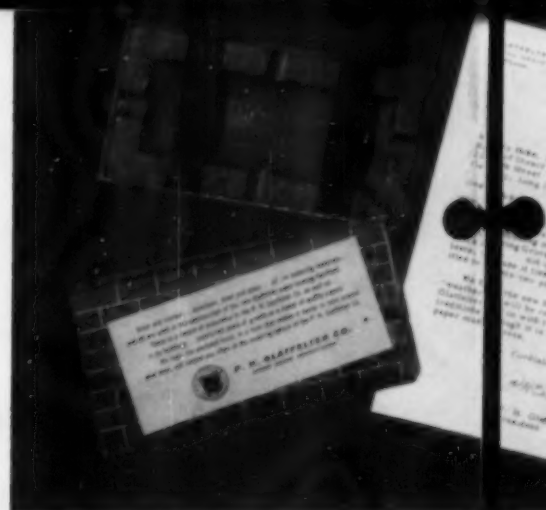
The Perfect
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System



PENNY LABEL COMPANY



1. THE FOUNDATION: First impressive announcement was built around a beautiful brass-plated trowel, engraved with Glatfelter's name. Fastened to an illustrated message inside an acetate-covered box, the trowel drew attention to the foundation of the new plant, and also provided a handsome letter opener . . . "for opening future reports on the progress of our construction project." This kick-off piece brought literally hundreds of letters praising the company on its fine approach to expansion plans.



2. THE MASONRY: Three weeks later, prospects received an actual brick (imprinted with the paper company's name) in the campaign, the brick ashtray and its accompanying letter . . . lithographed in striking gold and white identification. Planned continuity and prestige packed campaign's effectiveness.

The P. H. Glatfelter Co. specializes in making book papers. The addition of a multi-million dollar paper machine opened a variety of new but hard-to-crack problems. To make a powerful penetration, this paper manufacturer announced their equipment with \$20,000 worth of "spectacular" direct mail.

"SPECTACULAR" ANNOUNCEMENT CAMPAIGN CRACKS A TOUGH MARKET PROBLEM

DIRECT MAIL "SPECTACULARS"—those high-impact showmanship campaigns which spare no creative horses to produce a whopping big impression—are on the increase. During the past year or so, more and more companies have turned to dramatic formats in order to score the highest possible readership. For mail advertisers such as Hoffman La Roche, Inland Steel, Allis Chalmers, General Electric, etc., direct mail "spectaculars" seem to have become a necessity . . . for solving tough-to-crack marketing problems.

Latest to use the "spectacular" technique is P. H. Glatfelter Company, book paper manufacturers in Spring Grove, Pennsylvania. Theirs was an impressive announcement campaign designed to make a powerful penetration into new and highly competitive markets.

It started in 1955, when Glatfelter signed contracts for a gigantic, multi-million dollar production machine, as well as a mammoth new building to house it. Not only would the machine increase production capacity 50%, but it would also enable Glatfelter to tap new paper markets such as envelope converters, greeting card and business form manufacturers, etc.

Tapping these competitive fields wouldn't be easy for a relative newcomer. But when sales manager Frederick B. Holmes made a thorough analysis of the sales expansion potential, it became obvious that Glatfelter had two distinct advantages: 1) *As primarily book paper specialists, the company did not sell nationally. Their sales efforts (and reputation) were concentrated in the East; and* 2) *Glatfelter was in a position to make a careful selection of prospects*

in the various markets they wanted to hit. Because of its selective "pin-pointing" prowess, direct mail was the logical answer for the paper company's big machine announcement.

But what kind of direct mail? Smashing tough markets with the Glatfelter expansion story called for much more than a typical "new plant—new equipment" folder and few press releases to trade journals. What was needed was a creative presentation that would have an overpowering impact, get maximum readership and generate a keen interest in Glatfelter's new services. To fill this large creative bill, the paper company turned to The Hickey Murphy Division of James Gray, Inc., New York direct mail specialists.

Although construction of the building and installation of the machine wasn't scheduled to be finished until

ts receive an unusual ashtray which simulated
 (some in relief). Like all other pieces
 company letter were packed in a special
 and white create easily recognized Glatfelter
 packed were major contributors to the

CAMPAIGN DBLEM

November, 1956, James Gray and Glatfelter started the promotion wheels turning as early as March of last year. Frederick Holmes and Glatfelter's ad manager Glenn Markle met in several planning huddles with James Gray's president, Edward N. Mayer, Jr. and creative director Samuel Wasserman.

Out of their meetings came a well-planned direct mail approach which would break the plant construction into six chronological phases: The Foundation, Masonry, Carpentry, Painting, Landscaping . . . and official opening. It was also decided that in addition to prospects, customers should also be included on the mailing list . . . which finally emerged as a roster of a little more than 6,000 fine-combed names.

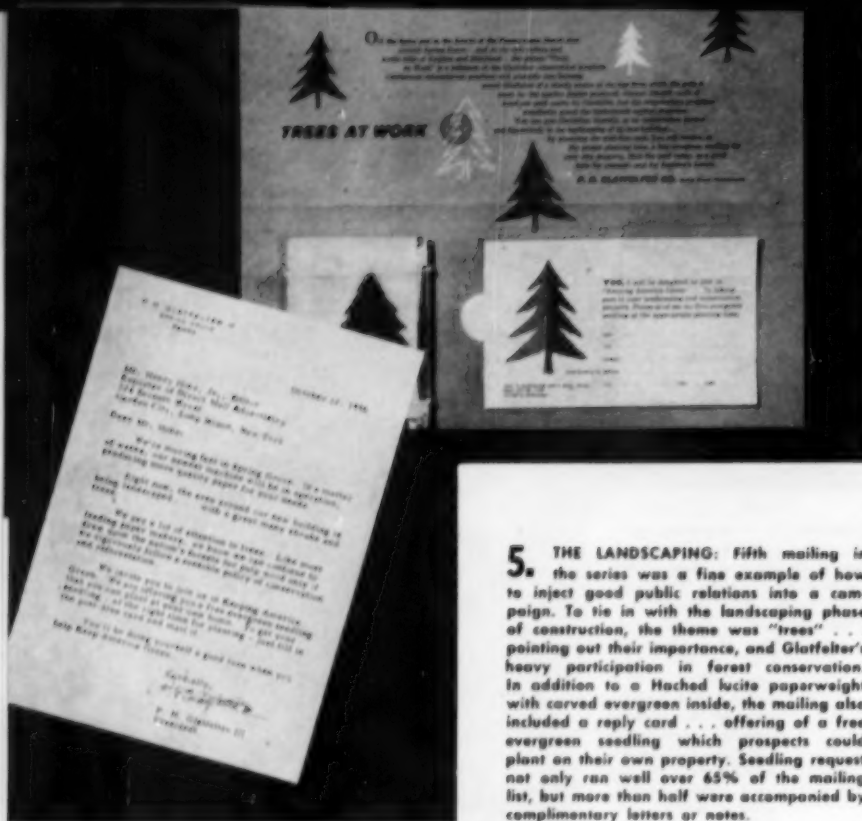
Continued on following page →

3. THE CARPENTRY: A carpenter's pencil and razor knife, both imprinted with the company's name, dramatized the third mailing three weeks later. They were tipped on the inside of a clever lithographed folder showing a symbolic cartoon of a carpenter.

Front of the folder gave recipients a good photographic view of the almost-completed new building. Copy stressed the ever-present need for hand craftsmanship, even in modern construction . . . then linked the point to "skilled craftsmen who produce Glatfelter papers."

4. THE PAINTING:

Painting of the new plant and its equipment was the keynote of this fourth mailing. An actual water color palette and brush were attached to the printed sheet . . . along with a numbered outline sketch of the new building on Glatfelter's artists drawing paper. This invited recipients to "join the painters." Excellent integrated copy in the cover letter told how color is used for in-plant safety . . . to keep Glatfelter production rolling without interruption. Demands for extra copies of this piece were big . . . as salesmen began to find a new understanding and appreciation of the Glatfelter organization developing.



5. THE LANDSCAPING: Fifth mailing in the series was a fine example of how to inject good public relations into a campaign. To tie in with the landscaping phase of construction, the theme was "trees" . . . pointing out their importance, and Glatfelter's heavy participation in forest conservation. In addition to a Hatched Lucite paperweight with carved evergreen inside, the mailing also included a reply card . . . offering of a free evergreen seedling which prospects could plant on their own property. Seedling request not only ran well over 65% of the mailing list, but more than half were accompanied by complimentary letters or notes.



6. THE OFFICIAL OPENING: Finally, recipients received an impressive gate fold piece suggesting an official opening ceremony of Glatfelter's new plant. Two illustrated gate fold doors were held together by a wrapped-around blue ribbon . . . with an actual pair of actual scissors attached to one side. The cover letter invited recipients to "cut the ribbon," as an official opening Glatfelter's new plant. A full spread inside the folder showed the huge new paper production machine in action . . . accompanied by copy that turned to a realistic sales approach.

With three-dimensional showmanship created under Samuel Wasserman's direction, the campaign was designed to highly dramatize the six construction phases of the new Glatfelter installation. The individual mailing pieces pictured on these pages made a brilliant "progress report" . . . which brought recipients as close as possible to the full implication of what Glatfelter's new machine and plant could do for them.

After any campaign as lavish and expensive as this one (Glatfelter's six promotion shots cost more than \$20,000 for production alone), the important question always arises: "Was it worth it?" Like many other well-planned and conceived "spectaculars" have proved in the past, the answer seems to be a definite "yes". When there are locked doors to open,

BUILDING THE "SPECTACULAR" CAMPAIGN REQUIRED SUPPLIES FROM 5 DIFFERENT COMPANIES

Like any major "construction project," Glatfelter's "spectacular" plant announcement was built with products especially made by several suppliers:

BOXES . . . were supplied by A. Fleisig & Sons, New York.

TROWELS, PENCILS & KNIVES . . . came from Hewig Co., New York.

BRICKS . . . were specially molded by Sculpture House, New York.

PAPERWEIGHTS . . . were specially molded by Sculptural Promotions, New York.

SCISSORS . . . were obtained from American Cutlery, New York. (Paper was, of course, by Glatfelter.)

or other really tough marketing problems to solve, pouring on the steam with dramatic showmanship to make a prestige penetration is well worth ballooning the budget . . . provided the "spectaculars" are based on a sound marketing plan.

Glatfelter's were . . . and even though dollar for dollar net results of the campaign can't be tallied for some time, it has already accomplished its big objective. Salesmen have gained entrée into executive buying offices in a host of new markets. And, as the final "spectacular" hit recipients desks last month, testimonials from top prospects were still pouring in. Most of them say: "We had no idea that the Glatfelter company was so big and impressive . . . that's the kind of company we like to do business with."

WORLD'S LARGEST **PERSONALIZED** MESSAGE ADDS NEW POWER TO YOUR DIRECT MAIL!

- **A STRIKING Broadside!**
- **PERSONALIZED to Capture Immediate Attention!**
- **Huge Size that DEMANDS ACTION!**



Actual size
of type

A new twist to a tested sales-building idea creates a direct mail piece that can't be duplicated . . . can't be matched . . . can't be beaten for effectiveness! Personalized ROCKE GIANT-GRAMS are delivered in cellophane window envelopes that shout the recipient's name and address in $\frac{3}{8}$ " high letters! Entire message matches the address and appears typed just for him.

The ROCKE GIANT-GRAM looks like a telegram in color, layout and overall appearance—but is 8 TIMES LARGER . . . many times more effective at a fraction of the cost. Your own heading makes the GIANT GRAM seem to be your exclusive property! Top corner blocks are perfect for special sales points. As effective as a personal solicitation!

Amazingly Low Unit Price!

For instance, in 50,000 quantities GIANT-GRAMS cost 9¢ each . . . Complete, including everything except postage.

Phone WATKINS 4-1551 today! If out of town, call collect. Our representative will present your personalized GIANT GRAM and complete costs for all quantity mailings.

MR. JOHN ROBBINS
ROYCE DRUG CO.
117 W. 41ST. ST
NEW YORK NY

A COMPLETE CREATIVE DIRECT MAIL HOUSE!

Sole Producers of PERSONALIZED
Giant-Grams, Giant Letters, Giant
Memos, B-Grams and Globalopes.

- Overseas Mailings • Lettercraftsmen
- Gadget Letters • Direct Mail
- Lithography • Sales Campaign Ideas
- Sales Promotion Aids

Sande Locke & Company, Inc.

91 Seventh Avenue, New York 11, N. Y.,
WATKINS 4-1551



FAREWELL TO THE PIED PIPER OF DIRECT MAIL

The tune the Pied Piper plays is this: that the direct mail audience consists of twelve-year-old morons. Since morons are morons, it really doesn't matter what you send them. Just so long as you keep it corny . . . keep it simple . . . keep it cheap. This article tells why in today's changing market you can't be led by direct mail's Pied Piper—"the spectre of the past".

by Francis Andrews, President
American Mail Advertising, Boston, Mass.

THE LEGEND of the Pied Piper of Hamelin has survived through the years. The setting of the story—as recorded for posterity by the English poet, Robert Browning—is the town of Hamelin, Germany in the dark days of the Middle Ages.

The town was overrun with rats. The mayor, being an aggressive politician, decided something had to be done. To get rid of the rats, he engaged the services of the Pied Piper . . . a sort of local Elvis Presley. The Pied Piper lifted his magic flute to his lips. As the mysterious trill of the flute reached the dankest, darkest corners of the town, the rats came out of hiding. They followed the Pied Piper to the edge of the local river. There, they conveniently drowned.

When the time came to pay the Piper, the mayor of Hamelin refused to honor his agreement. Angry at this political double-cross, the Pied Piper once again marched through the streets of Hamelin, playing his flute. This time, all the children of the village followed him. Up . . . up . . . up into the hills. Charmed by the haunting melody of the flute, the children followed the Pied Piper into a mountain cave. A door shut. Neither the children nor the Piper were ever seen again.

The purpose of this piece is not to spin fairy tales, but to drive home a point: *there is a Pied Piper of Direct Mail Advertising.*

He plays an eerie and irresistible tune. The unwary—those who follow blindly in his footsteps—are headed for a disaster just as real as that which befell the children of Hamelin. The disaster concerns your own direct mail. It concerns the future of the medium.

Who is this Pied Piper? He is the **SPECTRE OF THE PAST** . . . the disembodied spirit of the early days of direct mail . . . the ever-present ghost of yesterday's advertising. The Pied Piper of Direct Mail plays his beckoning flute up and down the halls of advertising. The music is hard to resist. He plays his tune on the

speaker's rostrum, in magazine articles, "how-to-do-it" books, in convention assemblies, and in the advertising committee meetings of large corporations.

The tune the Pied Piper plays is this: that the direct mail audience consists of twelve-year-old morons. Since morons are morons, it really doesn't matter what you send them. Just so long as you keep it corny . . . keep it simple . . . keep it cheap. The Pied Piper's most enthusiastic converts add a few wrinkles of their own. Such as the idea that all you need is some magic format—like a

Francis Andrews



Reporter's Note: Francis S. (Andy) Andrews wrote a challenging article about the future of direct mail for the September 1956 Convention issue of *The Reporter*. It caused widespread comment. We asked Andy if he could give us a follow-up on his ideas for this first issue of the New Year. Here is a condensation or consolidation of three of his recent talks . . . before the Life Insurance Advertiser's Association, the Mail Advertising Club of Chicago and at Montreal Direct Mail Day. Andy, as most of you know, is President of American Mail Advertising, Inc., 610 Newbury St., Boston, 15, Mass. and is a newly elected director of the Mail Advertising Service Association, International. Both Andy and this editor will welcome your comments.

hole in a letter—or some other magic gimmick to achieve direct mail success.

The poorly conceived, moronically written, and cheaply produced diatribe poured out on the public by the followers of the Pied Piper is helping to build a resistance to *all* direct mail . . . good or bad.

Every businessman sees hundreds of direct mail pieces each month. His own attitudes toward the medium are influenced by what he sees. While the occasional, brilliant pieces of mail advertising is noted with pleasure (and usually acted upon), the businessman also remembers the cheap, corny and insulting mailing pieces.

Why is so much direct mail distinguished by monotony of copy, art and format? Why does so much direct mail lag behind other advertising media in the presentation of refreshingly new advertising ideas?

I believe a part of the answer lies in the fact that too many direct mail advertisers are still following the Pied Piper. They may, in their hearts, know that the direct mail they send out is not acceptable by comparison to other advertising standards, but they cling slavishly to the old direct mail precepts and practices of a bygone day.

Where Did The Pied Piper's Tune Originate?

The real answer, I believe, is that many mail advertisers do not realize that the American Market . . . both industrial and consumer . . . is changing. In fact, *has changed*.

While accepting the principle that space and time advertising need sophistication, soft sell, quality thinking and production, they cling to a double standard. They half believe that direct mail is *different*. They seem to think that the man who watches television and reads the *Saturday Evening Post* is a different animal than the one who has just finished reading the day's mail. They believe that the man who has returned to his home in the suburbs is a different man than what he was in the office a few hours earlier.

Where did the tune of the Pied Piper originate? Who decided that consumers are sheep-like morons? Who decided that space advertising needs editorial matter, time advertising needs music, humor and entertainment . . . but that direct mail needs only crass, cold sell? Where did the *bait-em-with-a-gimmick* techniques get such a foothold? Why all



A flip of the switch...

a press of the button...

LOOK, NO HANDS



Auto-typist eliminates routine typing and dictation...by automation

Auto-typist brings you office automation! It's the fastest, most accurate way to handle all repetitive correspondence . . . and it's true that well over half of general office correspondence is routine, or follows a standard form. Sales letters, order acknowledgments, answers to inquiries, collection letters, just to name a few, can be handled efficiently and *economically* by Auto-typist. Any one of your girls can turn out 125 letters a day with an Auto-typist—3 to 4 times normal manual typing output. Any standard office typewriter can be converted into an automatic typing machine—and one average typist can operate as many as four Auto-typists.

How Auto-typist works . . . Carefully prepared letters or paragraphs are perforated on a paper roll which operates the typewriter keys . . . similar to a player-piano roll. Twenty or

thirty complete letters can be included, or a series of paragraphs which can be combined to make up many letters.

Salutations are manually typed, then, by merely pushing the numbered button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter, or assembles the paragraphs in proper order, and types it *perfectly*! Manual insertions can also be made at any point desired.

The Auto-typist method . . . the perfect push-button method of typing automatically . . . offers definite savings to every cost-conscious organization. Write for free booklet.



Auto-typist

*We've Changed
Our Name—
But Not Our Aim!*



Our AIM is to execute every rental order as conscientiously and efficiently as you would handle it yourself.

Our AIM is to offer you all the available qualified lists, pinpointed toward your offering.

Our AIM is to do our part in preserving, furthering and uplifting standards in the Direct Mail Industry.

Our AIM, in short, is to realize all our aims for service in 1957.

Cordially,

Eileen Bennett



ARCHER-BENNETT LIST SERVICE, INC.

140 WEST 55th STREET, NEW YORK 19, N. Y.

TELEPHONE: JUDSON 6-3768



**SPEED TYING OF OUTGOING MAIL
SAVE TIME-LABOR-TWINE**



**TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER**

There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

FELINS TYING MACHINE CO.
3331 N. 55th St.
Milwaukee 18, Wis.

Please send me your mailing list recommendations **FREE OF CHARGE.**

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM **MADDERN INC.**
215 FOURTH AVENUE • NEW YORK 3, N. Y.
PHONE: Spring 7-7460
CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

this one-shot, high-pressure direct mail advertising?

The answer is relatively simple. There was a time when all these techniques were valid. There was a time when today's warmed over direct mail had appeal. During the 1930's and early 1940's, when many of the great direct mail classics were written, the low income groups and lower middle income groups were in the great predominance. The direct mail experts of time gained their experience by selling to families with incomes sufficient only for the bare necessities of life. After food, clothing and rent, there was little left for so-called discretionary spending. Direct mail men of yesterday pitched hard for their sales . . . because they were competing with the very essentials of life.

To be absolutely fair, we must remember that many of the books and articles on direct mail were written by mail order men who made their living selling to *mass markets* . . . not class markets. They sold to consumers . . . not to industry. In mailings to a mass market, they included some of the lowest income groups. Their unit of sale was small. There was little margin to allow for upgrading direct mail quality. They were operating in the days before industrial direct mail made much of a start, and therefore *readership* or the *advertising value* of a mailing meant nothing whatsoever. It was cash or perish.

**The Pied Piper's Victim
Is The Neophyte**

Unfortunately, some of today's writers have only reshaped the techniques developed by the early mail order pioneers. The neophyte in direct mail . . . the new man who has been placed in charge of the company's mail advertising program . . . reads these books and transfers the techniques of mail order selling to mail advertising . . . with disastrous results. This new young man has become the victim of the Pied Piper of Direct Mail . . . the spectre of the past . . . the ghost of a bygone day.

What do we do to cast aside the spell of the Pied Piper? What do we do to upgrade direct mail? What do we do to reverse a possible trend of declining return, increased costs, and increasing public resistance?

The quickest way to make a break with the past, and clear the way for new creative thinking in direct mail,

is to understand the tremendous changes which have affected the direct mail reader in the past ten years. From the Changing American Market can be found the facts which support the case of substantial changes in the approach to direct mail as an advertising medium.

"Sophisticated Sell" Pays Off

Millions of families have become suburban homeowners. The migration from city to suburbs has brought a whole new way of life to millions. Since the war, 10,000,000 American veterans have received college educations, raising our educational standards to the highest level in history. These are the same soldiers who have travelled all over the world and have brought back cosmopolitan tastes to every crossroad hamlet.

The average reader, according to a recent poll, finds bragging headlines only 60% as effective as copy which cajoles and informs. In place of razzle-dazzle headlines and ranting copy, today's ad men are buttonholing the consumer with quiet humor, soft talk and attractive art. The sideshow barker has been replaced by the shaggy dog who talks to Friend Joe on the merits of rum, and the shaggy Schweppesman who will drink anything plus tonic. Kangaroos sell airline tickets, giraffes promote Ethyl, Mr. Magoo plugs beer.

Does this type of advertising sell? Readers of American magazines remember the Hathaway man in the eye patch. For an expenditure of \$300,000 — a mere drop in the bucket as consumer advertising goes — Hathaway boosted the sale of shirts more than 65%. Remember the Marlboro man with the tattooed hand? In less than a year, a cigarette which once was known as a ladies' brand, has become #3 on the U.S. filtertip market.

What You Can Do

How are we doing in direct mail? A lot better I must admit. Each year sees many more distinguished campaigns. Whole industries are working together through their trade associations to upgrade their direct mail. Even the direct mail industry — one of the poorest users of direct mail — has taken steps to upgrade itself. The idea of a Direct Mail Advertising Foundation is taking hold, and organizational plans are underway.

What can you do? If you think about, and accept, the new view of



Chameleons enjoy the advantages of protective coloring,

that magical ability to exactly blend with the object on which they rest. Printers, too, have a special kind

of color protection to profit by, thanks to Fraser color standards. Constant control of our raw material supply,

standard dye stuffs, exactly mixed, and visual and analytical control by Fraser technicians, make a perfect

color match from run to run a sure bet.

Snowland Bond shades are uniform.

FRASER PAPER LIMITED

Mills: Madawaska, Maine

Sales Offices: New York & Chicago



Brighten up your letters with this Quality Letterhead Paper

Brighter, whiter WESTON BOND adds new sparkle to your correspondence . . . lifts your sales letters above the clamor of the daily mail . . . commands complete attention to all your messages.

Because brighter, whiter WESTON BOND is in the most economical cotton content grade, it is today's biggest bargain in quality letterhead paper. Compare it for whiteness, brightness, opacity, texture, impressiveness. Then ask your printer to use it for your next lot of letterheads. When you see the difference, you'll be glad you did. Write for sample book. Address Dept. DM, Byron Weston Company, Dalton, Massachusetts. *Makers of Fine Papers for Business Records Since 1863.*



Brighter whiter
WESTON BOND

Cotton Content Quality Letterhead Paper

the direct mail reader . . . if you sweep away the cobwebs of the past . . . if you tune your ear to the new wave lengths in other advertising media . . . if you avail yourself of the new readership tools which are being developed within the industry . . . if you accept the modern day concept of professionalization in direct mail . . . you have taken the first major step.

Sweeping Away Some Cobwebs

It is impossible in this article to sweep away all the "cobwebs" of direct mail fancy which have accumulated through the years. Two "cobwebs" deserve attention, however:

The first is the mail order view of business direct mail — *the belief that the end result of the direct mail campaign is the stack of reply cards available for salesman follow-up.*

Many large corporations, and some who for years have depended wholly on in-the-field sales effort, are now finding that direct mail is a powerful means of opening doors for salesmen. While this use of direct mail has been known and talked about for years, few business firms even now understand the use of direct mail which lays down a barrage of artillery shells to soften up the "enemy" for the infantry shock troops who move in at "H" hour for the attack.

When used properly, pre-call direct mail opens closed doors, provides a friendly atmosphere in which a salesman can do his best selling, pre-educates the buyer so that sales time is conserved to close the sale, and increases the number of sales closed per hundred contacts.

The second "cobweb" which must be swept from the house of direct mail concerns the viewpoint which considers direct mail as *a method of transportation rather than an advertising medium.*

The "transportation" aspect of direct mail is fine for those who distribute samples or coupons, but the view that direct mail is a means of distributing a sure-to-be-read advertising message leads to some very fallacious thinking when it comes to copy and physical production.

There seems to be a mania in certain direct mail circles for "cutting costs." Emphasis is so great on cutting costs that the mailing fails in its prime purpose of *making money.*

The followers of the Pied Piper of Direct Mail are still "economizing" on form letters in business situations which demand the superior quality of automatic typing. They are still using

black and white plates when color process is required. They are still buying paper "seconds" when the sales situation demands the use of the finest envelopes and stock obtainable. They are still mailing "home-grown" creative efforts when the finest professional talent is required.

In order to be outstandingly successful in selling to the Changing American Market, all the great tools of direct mail creativity and quality must be used. Because direct mail has no local scandals, no sideshows, and no Ed Sullivan to keep the customers interested in between commercials, a direct mail advertiser must use all the great showmanship techniques of the graphic arts to gain attention, invite readership, inspire confidence, and secure action.

To sell the upgraded American businessman or consumer, you don't have to use pink reply cards, and you don't have to give away gold stamped gimmicks. But you must understand the changing interests and changing characteristics of the new markets created since World War II. The upgrading of the Changing Consumer Market and the Changing Business Market calls for an upgrading in direct mail advertising. Upgrading in every phase of the work we do.

Upgrading has sometimes been termed a salesman's word for "more expensive." It is true that more money must be *invested* in the type of direct mail necessary to sell the new Consumer Market, but emphasis is on the word *invest*. Returns are greater, far greater than the added investment.

It's Time To Test Creativity

This is not an easy idea to sell. Upgrading can become merely added expense unless it is accompanied by an upgrading in thinking — a more intelligent analysis of the problems to be solved and the markets to be reached. The advertiser who starts plowing new ground with his mail advertising will reap a rich and bountiful crop, to the great amazement of his friends who are still testing multigraph letters against mimeograph letters.

We, in the direct mail industry, have spent years testing everything under the sun; we have tested everything except the one thing which can lead to higher plateaus of direct mail success — CREATIVITY.


Those advertisers who are willing to cast aside the spell of the Pied

Piper will see new opportunities for creative effort. The result will be a whole new approach to direct mail selling and direct mail advertising. An improvement in our creative efforts will lead us along paths of success which partially answer the age old direct mail question, "What happened to the other 98%?"

A new creative approach, in tune with the Changing American Market, does not necessarily mean cutting our ties with proven experience. There are always some basics which change little over the years. But these basics need thorough examination at frequent intervals. Like scientific progress, you build on the foundation blocks of yesterday. But build you must. To be a part of this building process is an exciting experience. You can almost feel the surge as direct mail moves forward to its greatest age.

The rising tide sweeps forward to the time when we will look back, and catch a fleeting glimpse of a nebulous figure disappearing in the shadows.

We will wave to him wistfully . . . but without regret. We will be waving farewell to a symbol we knew so well. We will be waving farewell to the Pied Piper of Direct Mail. ●



MASS LABELING

Here is a fully automatic high speed machine. It will take post cards, insertion cards and all sizes of envelopes, brochures, pamphlets, light weight booklets, magazines, tabloids and flyers, accurately and quickly. Let us analyze your labeling methods and show you how CHESHIRE equipment can help you.

1. Roll strip labels
2. Continuous pack form labels
3. Addressograph electronic facsimile tape labels
4. IBM Type 407 tape labels
5. Tip on or fully apply Government stamps or premium stamps

CHESHIRE MAILING MACHINES, inc. 1644 N. HONORE ST. • CHICAGO 22, ILLINOIS



**From Paris To The Four Corners
Of The World . . .**

AIR FRANCE PRESTIGE PROMOTION SELLS THE WORLD'S LARGEST AIRLINE

WHILE JET-AGE TRAVEL is making the world smaller and smaller, one of the companies greatly responsible is becoming larger and larger . . . with outstanding results from their impressive travel promotion.

This is Air France, the world's largest airline, which last year alone carried 1,837,373 passengers over 177,740 miles of air routes . . . covering six continents, 73 countries and 205 cities.

To keep a huge and ever-increasing fleet of planes filled to capacity, Air France administration is a powerhouse of international promotion activity. From central headquarters in Paris to the four corners of the earth, the airline sells world-wide travel

through a continuing program of prestige direct mail, publications, publicity and public relations.

In the United States, Air France maintains a complete direct mail department in their New York building at 683 5th Avenue. Under the direction of Miss Marguerite La Marchand, the department mails a steady stream of letters, folders and other promotion pieces. Many pieces are designed to obtain distribution for beautifully illustrated travel publications produced in full color in Paris.

Every year, for example, Air France comes out with a massive publication titled *To The Four Corners of The Earth*. While the company modestly defines it as an "annual

tourist brochure" . . . it's actually a brilliantly executed 180 page "encyclopedia" which pictures and describes just about every leading country on the map. Several back pages are devoted exclusively to a hard-sell, illustrated section on Air France travel service. The rest of the book is filled with hundreds of full-color pictorial scenes from all over the world . . . which by themselves make the publication well worth the \$2.00 price Air France sells it for.

Selective direct mail plays the major role in getting effective distribution for publications such as *To The Four Corners Of The World*. To find likely prospects for last year's edition, Miss La Marchand went to

Dunhill International Company, New York list brokers who Air France calls upon frequently. Dunhill came up with a blue chip list of 20,000 wealthy women, dowagers and other prime prospects who could afford foreign travel. A highly distinctive "invitation" mailing to the list brought back book orders from 20% of the prospects. And in turn, the book clinched many final decisions to take an Air France cruise.

Promotion usefulness of the *World* book doesn't stop with a \$2.00 sale. Each editorial section covering a different country is reprinted in folder form . . . utilizing the same layout and full color plates used for the book's production. The individual "editorial" folders, reworked just enough to include an Air France selling section, are given even wider distribution as direct mail follow-ups and over-the-counter handouts for travel agents.

Other Publications, Publicity and P. R. Important

Air France Review is another prestige publication carrying the airline's promotional impact to the four corners of the world (at the same time, it also brings in revenue through paid advertising). Printed in top quality gravure by Alepée Et Cie in Paris, and issued quarterly, the French language *Review* is an international masterpiece of periodical presentation. Its photographic treatment of editorial content (covering art, industry, history, etc.) tops many American consumer magazines. *The Review* is read by international travelers, educators, and intellectuals the world over . . . and helps to promote Air France's prestige position in air travel.

Publicity and public relations are an important part and parcel of Air France promotion. Hardly a day goes by when public relations manager Victor T. Raeburn and his New York staff doesn't place another good impression for the world's largest airline. And their biggest publicity job right now is keeping scores of news outlets informed about Air France's rapid growth and expansion.

Since 1945, when the airline first started operations in the U. S., Air France has shown a fast and steady increase in passenger traffic. Now carrying an average of more than 4,000 air travelers a day, the world's largest airline is still growing rapidly. One of the big reasons is their powerful program of prestige travel promotion. ●

selling empty space— by direct mail

Good distribution, key to the hustling American economy, makes empty warehouse space a vitally needed "product".

To keep prospects posted on the benefits of public warehousing and to turn them into customers, Miller Warehousing Corp., Little Falls, N. Y., uses direct mail created by Hickey Murphy Division of James Gray, Inc.

Hickey Murphy *knows* warehousing . . . knows the people who need warehousing . . . and knows how to create and produce effective, *convincing* direct mail . . . from copy draft to finished piece.

No matter what your product or service, Hickey Murphy creative service may help you do a better selling job. Send for your free copy of *How To Put Action Into Your Direct Mail*—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street

New York 17, N. Y.

Murray Hill 2-9000

WHAT THE OLYMPIC SCORES DIDN'T SHOW

NOW THAT THE PRESS has died down about the 1956 Olympics in Melbourne, we'd like to bring up a point most of them neglected to mention. Most editorials and reports seemed to debate the question whether or not Russia really had the top team (U. S. scored with big events, Russia topped us by piling up points in small minor events), who was really responsible for the TV blackout, etc., etc.

But one important point we think was overlooked was the American ingenuity and salesmanship which got our team to Melbourne in the first place. The U. S. Olympic Committee is a self-supporting organization which depends entirely on voluntary contributions, with no government financial aid at all. Every cent must come from private citizens . . . and the cost of transportation, feeding and training the athletes is tremendous.

Like any successful fund raising campaign, it took hard-hitting salesmanship to get the needed cash. Firms such as the Gillette Razor Com-

pany, which donated 10¢ to the Olympic Committee for every \$1.00 sale made during a special campaign, contributed both materially to the fund and to its promotional fund raising push. And . . . the Olympic Committee used their own promotion methods to generate contributions.



One of the drive's most successful promotions was the letter shown above. It was produced for the Olym-

UNITED STATES OLYMPIC COMMITTEE 1956 GAMES

OFFICE OF U.S. OLYMPIC ASSOCIATION, INC. BALTIMORE HOTEL, NEW YORK 17, N. Y. • MURRAY HILL 6-1410

September 25, 1956

EVENTS

Baseball
Basketball
Boxing
Canoeing
Cycling
Equestrian
Fencing
Football
Gymnastics
Hockey
Med. Football
Rowing
Shooting
Swimming
Tennis
Track Field
Weight Lifting
Wrestling
Yachting

Dear Mr. Jones:

Greatest moments...great triumphs...great pleasure have been yours and ours as we have watched and read about our country's athletes participating in past Olympic Games.

Many times we have been able to cheer them in victory -- at all times we have been able to applaud and take pride in their sportsmanship. Yes, win or lose, the young men and women who have worn the shield of the United States in the Olympic Games have carried a universal message of courage and good will before the world.

Now, we are once again upon the eve of another Olympiad -- the Sixteenth of the modern era. The athletes of the country have answered their call. How about you? This is your team...it needs your help!

Funds are urgently needed to support our participation in the forthcoming Olympic competition -- funds for transportation, for day-to-day living costs. This money must come from voluntary contributions...there is no other sponsorship on which the young men and women who will represent our nation in this world arena can count. That's why we are appealing to you.

We feel that you -- as an outstanding leader in your community -- will want to have a share in our country's Olympic performance. Any contribution you would care to make would be welcome and well-used. In addition, all donors of \$10.00 or more will receive a handsome wall plaque replica of the seal affixed to this letter -- with the word, "contributor," added.

Can we -- speaking for the young men and women who are going to put forth their best efforts and highest ideals for the United States in the 1956 Olympics -- count on you? A handy contribution envelope is enclosed for your convenience. Remember too -- your contribution is fully tax deductible.

Sincerely yours,

J. Hyman Birgham
U.S. OLYMPIC GAMES COMMITTEE

P.S. Even if you have already contributed -- won't you contribute further by passing the attached seals on to five of your friends or associates with a letter patterned after this one to enlist their aid in giving the United States a winning send-off in the 1956 Olympiad. Please write these five letters today!

CLASSES OF THE SIX OLYMPIADS

Athens, Greece - November 17 to December 8, 1896

THE OLYMPIC WINTER GAMES

Chamonix, France - January 26 to February 5, 1924

OLYMPIC COMMONWEALTH GAMES

London, England - June 23 to 30, 1948

Contributions Are Deductible For Federal Income Tax Purposes

pic Committee by Horace H. Nahm Company, creative affiliate of Hooven Letters, Inc., 352 4th Avenue, New York. Written by Bill St. George, the copy was produced by the Nahmco process, with a personal fill-in. Accompanying the letter was a small packet of gold Olympic labels produced by Allen Hollander Company, 385 Gerard Avenue, New York. The labels were a replica of a handsome wall plaque offered by the committee to contributors of \$10 or more.

A P.S. in the letter urged recipients to send a similar letter to five friends, using the Olympic labels. Three mailings of the chain letter to a total of 30,000 names taken from Poor's Register of Directors cost \$16,000.

One executive sent in a check for \$10,000 directly from the initial letter. And when the chain letters started making their rounds, the Olympic Committee received a total of more than \$90,000 in contributions.

What the Olympic scores didn't show was the American salesmanship and promotion ingenuity, standing behind our athletes at Melbourne. ●

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles from The Reporter of Direct Mail Advertising:

- ☐ 49 WAYS DIRECT MAIL CAN BE PUT TO WORK IN YOUR BUSINESS: A check list. Find out how many of the 49 ways you can use in your business 10¢
- ☐ PARTNERS IN PROFIT: An outline of Rust-Oleum's (paint manufacturer) successful manufacturer-distributor campaign 25¢
- ☐ SALES MANAGER WITHOUT SALESMEN: Paul Bringe, sales manager, Dustless Brush Company, Milwaukee tells how he replaced salesmen with direct mail advertising..... 25¢
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MAIL ORDER STRATEGY

- ☐ MAIL ORDER STRATEGY: An idea-packed manual of personal interviews conducted by Lewis Kleid. 22 mail order experts answer nearly 600 questions. Their "how we do it" advice will help you plan your own successful mail order strategy \$7.50

Check the reprint(s) and/or book(s) you want. Return with remittance to:

THE REPORTER OF DIRECT MAIL ADVERTISING
224 Seventh Street Garden City, New York

Name.....
Company.....
Street Address.....
City..... Zone No..... State.....

UPGRADING LETTER COPY



by Paul Bringe
Milwaukee Dustless Brush Co.

THE LETTER from Aurora Precision Devices is probably an average business sales letter. Not too bad, but not too good either. The language is a little clumsy in places, but it does give a fair picture of what the firm can do. And that is more than can be said of thousands of business sales letters.

What it lacks is a means of getting and holding the reader's interest. What better way to do this than with a sample — a sample the reader can play with and perhaps talk about over the lunch table. Could any reader see the sample and fail to read what it is all about?

This firm, like many thousands of others, should use direct mail as a continuing sales tool. Contract screw machine work will not often be sold on one letter, or even two or three. A constant flow of letters is necessary; every two or three weeks is not too often. In this case the letters could be made newsworthy and interesting by writing each one around a sample. The sample will serve as a case history as well as a testimonial from a satisfied customer.

The buyer's confidence in the producer is most important here. And such confidence can be built with patiently repeated demonstrations of good performance for others. ●

AURORA PRECISION DEVICES, INC.



MANUFACTURERS OF SCREW MACHINE PRODUCTS AND PRECISION INSTRUMENTS
116 Andrew Boulevard
GENEVA, ILLINOIS

1956 WILL BE ANOTHER RECORD YEAR

Attention: Purchasing Department
Gentlemen:

WE WILL HELP YOU MAKE 1956 YOUR BEST YEAR

Our line of NEW MULTIPLE SPINDLE AUTOMATIC SCREW MACHINES, forty late model BROWN AND SHARPE AUTOMATICS will machine all types of materials from 1/64" to 2-5/8" diameters.

On the reverse side of this letter are a few of our "SATISFIED CUSTOMERS". Why not become one of them? It's very simple, and it costs you nothing. Just send us your prints or samples for our quotation. We will do the rest. Our customers all comment that "A. P. D." delivers on time, and make screw machine products of quality in a completed form.

In a completed form, means... We have our own toolroom, make our own cams, make our own jigs and fixtures, and we are equipped and have facilities to take care of all secondary operations, such as, cross-drilling, milling, tapping and boring, also, external and internal grinding, broaching, gear cutting, hobbing, hardening and plating.

Ordering larger quantities and scheduling your YEARLY REQUIREMENTS, to be shipped as needed, would reflect considerable price reductions and savings for you.

Call us collect, or write us soon to enable us to be of service to you in submitting our quotations. You'll never regret it, we'll be one of your best sources of supply.

Thanking you, we remain,

Yours very truly,
AURORA PRECISION DEVICES.

Aurora Precision Devices - Rewrite

Paul J. Bringe

Gentlemen:

Here is a metering pin for a new fuel injection system.

Anything special about it? There sure is!

This pin is made to a tolerance of 1/5000 of an inch on automatic screw machines. 10,000 just run, check out at less than 1/10 of 1% rejects.

You may not need a 1/5000 tolerance on your screw machine parts. But if you do need it, or even a 1/10000 tolerance, we can do it. Screw machine parts for everything from jet bombers to wash machines are part of normal production here. You can expect perfect workmanship and exact delivery dates on any part we may be privileged to make for you.

APD is a complete operation. We have forty late model Brown and Sharpe automatics. We make all our own cams, jigs and fixtures. Secondary operations too; cross-drilling, milling, tapping and boring, external and internal grinding, broaching, gear cutting, hobbing, hardening and plating -- all under one roof with undivided responsibility. Here is your assurance of performance with no book-passing.

There's a good reason for all this equipment, of course. It's to get costs down and get prices down.

We'd like to demonstrate just how much you can save on your screw machine work. Will you send a sample part or prints today for a quotation? There is no obligation whatever.

You'll be pleasantly surprised to learn how much you will save.

Sincerely,

P.S. Some of our customers are listed on the other side of this letter. They expect perfect work at sensible prices. They get it -- and you can too.

1957 DIRECTORIES

Directory of American Manufacturers Agents and Food Brokers

Revised Second Edition

Coverage National—United States and Territories, D. C., and Canada.

Part 1—7500 Manufacturers Agents Alphabetically by State and City. Each listing shows product handled.

Part 2—3000 Food Brokers alphabetically by State and City. Case-bound, Gold Stamped. Page size 7 1/4 x 10 1/2, 120 pages. \$22.50. Check with order \$30.00.

Directory of American Savings & Loan Associations

Revised Second Edition

Coverage National—United States and Territories, and District of Columbia. Only complete directory of Savings & Loans.

3200 Savings & Loans by State and City. Name of Association, location, key officials, assets, member Federal S & L Ins. Corp., member Federal Home Loan Bank System, About 1800 dividend rates shown. Case-bound, gold stamped. Page 7 1/4 x 10 1/2, 256 pages. Cost \$28.00 Check with order \$32.50.

Directory of Central Atlantic States Manufacturers

Revised 7th Edition

Coverage—Maryland, Virginia, West Virginia, Delaware and District of Columbia.

5 sections: Alphabetical section shows officers, product, employment figures, capital rating; Section 2—Geographical Section; Section 3—Products Section; Section 4—Trade Names Section; Section 5—Transportation Section. Complete coverage in area. Case-bound, gold stamped. Page size 7 1/4 x 10 1/2, 312 pages. \$35.00. Check with order \$39.00.

Sample pages on request

T. K. SANDERSON ORGANIZATION
Publishers

Waverly P. O. Baltimore 12, Md.

FREE SAMPLES

CLIP BOOK OF LINE ART
CLIP BOOK OF TONE ART
CLIP BOOK OF LETTERING

HURRY! Get generous free samples of these famous color and money-saving art aids. Wonderful for offset, fast clip and paste. Ready for instant use. Inexpensively. Write us your letterhead. **HARRY VOLK JR. ART STUDIO**
Paramusville 24, New Jersey



Typewritten letters
Flyers
Brochures
Campaigns

Created and/or
produced by a
team of experts

repass letter service

29 S. WABASH AVE.
CHICAGO 3, ILL. Central 6-4256

"That Yellow Ball" HIS MARK

This is my sign of creative skill to make color ball. Symbolizes distinctive advertising; a gift for conscientious service. Sales Letters, Mail-vertising, "Tooculture," etc.

Leo P. Bott, Jr., 64 E. Jackson, Chicago

BRILLIANT/ ACCURATE/ LOW IN COST/

**COLOR
PRINTS**

Get Color—TOP QUALITY letter-press printing at LOW COST for runs of 100 to 10,000. Reproduced from lithographs or art copy. All jobs color proofed. DELIVERY in 2-3 WEEKS. Free samples.

Graphic Enterprises of Milwaukee, Inc.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

A Quotation of a Quotation

We ran into an item in *Slip Sheets*, an Ohio printer's house organ, worth quoting, and of possible usefulness to copywriters:

One beat-to-death phrase simply says that the shortest distance between two points is a straight line. True! But why does so much advertising take a tortuous trail of words and ideas? Mostly because side streets instead of avenues are used for the trip. H. A. Overstreet, in *The Mature Mind*, points a scholarly finger at that avenue when he says that advertising has "a vested interest in human self-indulgence."

The very fact that people like and want many things, useful things, nice things for themselves and their families means the advertiser must use words and ideas that explain clearly how his product or service will help meet the desire for a higher standard of living. Well-planned, well-written advertising can best tell the story. Start your plan this way: Put two dots on a piece of paper, labeling one "buyer" and one "seller." Connect the two dots with a line called "human self-indulgence." It's the straightest, shortest line between you and your customers!

Pardon, Paul

We may be encroaching on Paul Bringe's editorial territory, but while we're talking about the oblique approach, we feel called upon to comment on a letter sent out by Dadant & Sons, Hamilton, Illinois. It starts:

Do you remember the old corner grocery store—the neighborhood store with its open kegs, barrels and boxes scattered all around? It left a lot to be desired in the way of sanitation, but it had one thing the modern market lacks—the personal touch.

The letter then makes much of the idea that Dadant maintains the "personal touch" by reminding its customers to order what they need by enclosing a list of altar supplies each customer last bought. Buried deep in the fourth paragraph is the real point of the letter. With some work it could be made into an effective lead. The buried paragraph reads:

We are proud of the fact that 3 out of every 4 orders we receive are from people like

WE'VE TALKED to many copywriters, and most of them say they have trouble getting started. Getting started on copy, for a letter should be the easiest thing in the world. But first you must think like a prospect and not like a copywriter. View your job from the standpoint of the prospect's needs or wants. Also, give the prospect credit for a full set of brains. Don't insult his intelligence. And don't take for granted that he'll be interested in what you have to say, such as the letter by the Breakers Beach Club of Lido Beach, Long Island does. It starts out:

We know you'll be interested in hearing about the most fabulous new club that's been built on the eastern seaboard during the past 20 years!

Fact is, I'm not the least bit interested in hearing about the most fabulous new club that's been built on the eastern seaboard during the past 20 years, or any period of time.

The lead in any letter should grow naturally out of what the product can do for the prospect. It is presumptuous to assume that "We know you'll be interested."

We know perfectly well how such letters get written. The copywriter sits down with pencil in hand, fingers poised over typewriter keys, or stenographer in lap, and says to himself, "Now what can I do in this letter to be different?" He visualizes the prospect as being a busy person (which he or she is), and he feels he must be different, or clever, or shocking . . . not merely sensible and straightforward. Someone, somewhere, has said that most direct mail letters would be better if the first paragraph were deleted. That's a generality, of course, and doesn't apply in all cases. But it does apply to many letters going into the mail these days . . . letters written by copywriters who dream up unusual, tricky, clever, or shocking approaches to get the attention of readers.

you who have used Dadant products before and who liked them.

Then follows a paragraph: "Some time this year you will probably need most of these supplies. So why not order them now while it's on your mind." Why not, indeed. The phrase, "while it's on your mind" is being overworked in so many pieces of copy. If the prospect runs out of something he needs the matter will certainly be "on his mind". The writer certainly could have thought up a better reason why the prospect should order in advance of his actual need for the product. Perhaps a discount. Perhaps telling the prospect something about one of the products which has been improved to do a better job. Perhaps anything but "Why not order them now while it's on your mind." Or, are we carping?

Be "Helpful"

I know one executive in a business where the advertising pulls in a considerable number of inquiries. Such inquiries are for further information about the product offered. Seldom is a price quoted in a reply to an inquiry. The letter in reply to an inquiry usually explains how the product can be used in the prospect's business, where it can be used, and sets forth definite advantages applied to the inquirer's own business. This executive insists that every letter going out of his office, in answer to an inquiry, end with this sentence: "We hope we have been helpful."

Look for places to use letters to help along your selling job. *Traffic World* sends a letter to new advertisers which is a wonderful example of the use of direct mail in an effective way. The object of this letter is to tell a new customer what a good buy he's made when he contracts for space in *Traffic World*. Here's the letter:

Dear Sir:

Attached is the February 28th issue of *Traffic World*. On page 4 is the first of a series of (name of client) advertisements designed to help you sell your freight services.

This advertising campaign in your national business magazine packs a tremendous psychological impact—it will make contacts, arouse interest, and create preference among traffic managers and transportation men throughout the country who direct freight shipping.

From time to time show this advertising to your prospects and customers. It will reflect prestige and stature which, in turn, will make your selling effort more effective. These advertisements will make approximately 150,000 contacts for you during the current year.

Traffic World is very proud to be on your sales team during 1956. ●

enco Pacemaster

THE ORIGINATORS OF PRE-SENSITIZED OFFSET PLATES

make this special
**DOLLAR-in-YOUR-POCKET
*OFFER!**



HERE'S THE OFFER

It's double-barrelled—you just can't lose. Try the ENCO "Pacemaster"—the new economy negative-working pre-sensitized plate by Azoplate—the originators of pre-sensitized plates. Send us a dollar—we will send you, postpaid, four plates (duplicator sizes—up to 10 x 16. Fill out coupon for trial offer on larger sizes), plus free developer. If you don't agree that they are the fastest, easiest to handle plates on the market, your dollar will be refunded without question.

With the trial package you will receive a coupon worth \$1.00 that can be used toward the purchase of a regular package of "Pacemaster" plates from an ENCO dealer. So you get your money back either way. Try these new plates—see for yourself why so many offset duplicator operators prefer "Pacemaster".

The ENCO "Pacemaster" has these *proven* advantages—
Prove them to yourself . . .

- Low Cost
- Fastest Exposure
- Fastest Processing
- No Lacquering
- No Gunning
- Top-Quality Reproduction

*OFFER EXPIRES OCT. 1, 1957



AZOPLATE CORP., Morris Ave. & Weaver St., SUMMIT, N. J.

Enclosed \$1.00 (check, cash, M.O.)—Send Enco "Pacemaster" as per offer in sizes shown below.

Press _____ Size _____ Punching _____ Slotted _____
Pinbar _____ Straight _____

Send information on larger plates.
Send literature on Enco plates.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



Edited by Peter Shugart

The purpose of this department is to give thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

Sells 95% of prospects he sees claims insurance agent who discovers his buyers with direct mail. Releases 100 to 200 letters per month either enclosed in policies for renewal from his office or processed on his letterhead by parent company.

Direct mail doubled volume in four years, says sports goods retailer. Uses four giant mailings per year. Christmas mailing alone raised December volume from \$15,000 to \$33,000. Claims his success due to ability to write entire letter series at one sitting thus insuring continuity of messages.

One pound of mail yields \$500 in orders claims bar accessories retailer. Forced into mail order when construction blocked his storefront he releases 100,000 catalogs in Spring and 250,000 in Fall. Catalogs account for 2/3 of annual business volume. 75% of his sales made during last quarter of each year.

\$4,000 in gross sales produced by direct mail says gift shop. Three simple postcard mailings per year do the job. Friendly reminder copy in simulated handwritten printing with no mention of price or product makes this unusual campaign.

Direct mail helps salesmen close 556 inactive accounts out of 810 possible for wholesaler. Six personalized gadget letters released in January-February slump period do trick. Many sub-distributors bought campaign for their own salesmen.

60% of office equipment and stationery dealers surveyed by mail admitted they use direct mail. Reported frequency of their mailings ranged from 5 to 50 pieces per year. Stores in larger cities obtained such success with direct mail they turned entire budget to this medium.

My Mail Order Day

By Jared Abbeon

SEEMS LIKE LAST MONTH'S COLUMN on mailing list sources has stirred up lots of mail from folks who want more information on the subject. So let us get down to fundamentals:

A mailing list is basically a list of people. The envelope may be addressed to U. S. Steel Corp., or The Government of The United States, but it is going to be opened by a person. Many a time you will make a mailing by title, Chairman of The Board, Treasurer, Chief Shipping Clerk, etc. Sometimes you may have the man's name, sometimes you may not wish to use his name, sometimes you will want to reach folks at their homes, sometimes their place of work will be better for you. In any case, let us have a look see at where we can find folks:

1—City Directories. Over 5,000 cities, towns and communities in the U. S. and Canada have City Directories. Lucky there is one central source to find out about them rather than writing to the 281 individual publishers:

CATALOG OF CITY, COUNTY AND STATE DIRECTORIES
ASSOCIATION OF NORTH AMERICAN DIRECTORY PUBLISHERS
244 MADISON AVENUE
NEW YORK CITY 16, N. Y.
Price \$1.00

2—M. E. Brown, research editor of Gale Research quotes Alexis De Tocqueville, who wrote over 100 years ago: "The Americans of all ages, all conditions and all dispositions constantly form associations. They have not only commercial and manufacturing companies in which all take part but associations of a thousand other kinds: Religious, moral, serious, futile, restricted, enormous or diminutive." When this observation was made there were only a few hundred associations in the U. S. Today there are over 5,000 associations, societies and Chambers of Commerce floating around the country, all of them jam packed with people who buy things. So latch on to old Jared's advice and get a copy of:

ENCYCLOPEDIA OF AMERICAN ASSOCIATIONS
GALE RESEARCH COMPANY
424 BOOK TOWER
DETROIT, MICHIGAN
Price \$15.00 (including Supplements)
306 Pages

3—Sometimes when you are stuck for an idea of how to go about procuring a list of people in a particular trade or industry, or folks having a certain mutual community of interest, just remember that almost every homogeneous group has a publication of some sort. The editor of the publication that reaches your group will often know how you can get hold of the type of list you require, in fact his publication will oft times have an addressing service to its subscribers. One of the best lists of publications with editors names is:

BACON'S PUBLICITY CHECKER
R. H. BACON & COMPANY
343 SOUTH DEARBORN STREET
CHICAGO 4, ILLINOIS
Price \$15. Lists 3,356 publications.

These publications are also your basic publicity placement list. Bacon's also publishes a "Publicity Handbook" costs about \$2.50 if I recall correctly.

4—And now we come to the cream of the crop. The 1957 issue of THE NATIONAL SOCIAL DIRECTORY has just landed on my desk. This book contains in one volume "Over 17,000 names (and addresses) of America's foremost families. These families are more than socially prominent: in addition to their social standing, they are among the leaders of their communities by virtue of their interest in the arts, in science, through their philanthropies, their business interests, their hobbies, their travelling, and their way of life in general." If you are looking to sell a "class" item this may well be your list. However if you don't have the right item you will find this group to be in the words of one mailer "the worst gang of stiffes in America." In any case, 17,000 folks of this caliber in a fresh list are hard to find and well worth testing if you think you have the right service for them.

THE NATIONAL SOCIAL DIRECTORY
"THE LIST OF SOCIETY"
SOCIETY LISTING, INC.
624 MADISON AVENUE
NEW YORK 22, N. Y.
Price \$25.00. 776 Pages

5—One way to reach lots of farm folk quickly is through their association. Although the next list is a bit

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 13 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

COPY AND ART

LETTERS that sell, FOLDERS with impact, BROCHURES with that extra touch of quality. Planning, composition, layout if you wish. PENWISE, Old Lyme, Ct.

WANTED TO BUY

MAIL ORDER BUSINESS. Private individual wishes to diversify. Your reply will be treated with respect and confidence. L. L. Wilkin, Greenfield, Ohio.

dated having been published in 1951, I don't think these coops move around very much. Over 10,000 names of Farmers Cooperatives in the U. S.

THE COOPERATIVE DIGEST YEARBOOK & DIRECTORY
416 E. STATE STREET
ITHACA, NEW YORK
Price \$25.00. Over 800 Pages

6—An interesting specialized list is this *Directory of Non-Governmental Organizations*. Should be good for

FOR SALE

30-drawer Addressograph cabinets, with or without used alloy or steel frames. Will trade for 27-drawer Elliott cabinets (13-inch drawers) or for Bunn tyer. Cody Publications, Box 891, Kissimmee, Fla.

LISTS

CANADA'S BEST MAILING LIST
275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or ToBe's, St. Catharines, Ontario

MAILING CARTONS FOR SALE

620,000 Number 030 bleached manila chip board mailing cartons at fraction of original cost. Plain — no printing. 3" x 1 1/4" x 4 3/4" in size. Airplane type. Only \$4.00 a thousand if entire quantity is purchased. Slightly higher for smaller quantities. Samples on request. Write or wire Burma Shave, 2318 Chestnut Ave., Minneapolis, Minnesota.

WANTED

Used Elliott cabinets for 27 13-inch drawers. Also used Bunn tyer. Florida Cattleman, Box 891, Kissimmee, Fla.

you fellows selling "News Services and inside information:

U. S. CITIZENS IN WORLD AFFAIRS
FOREIGN POLICY ASSOCIATION
345 EAST 46TH STREET
NEW YORK 17, N. Y.
\$5.00 Cloth, \$3. Paper edition. 389 Pages.

7—One last before I put this column into the deep freeze for today. I only have a few items for this market but my experience has been that these lads buy by the dozen and I can think of

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge **ONLY** for Addressing"
(Usually Completed within 3 Days).

Write for **FREE** Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

EQUIPMENT FOR SALE

Letter Opener — Burroughs 7800 — 60,000
Drug & Jewelry. Elliott Stencils — Elliott Addresser. Write The Reporter, Box 11, Garden City, N. Y.

TYPE FOR OFFSET

Save with FOTO-FONTS. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. A. A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

BOOKS


MAIL ORDER STRATEGY. For some of the soundest mail order information available today, read "Mail Order Strategy" . . . a 132-page illustrated manual which answers just about every important question on successful mail order operation. **See page 22 for complete details.**

a number of sales in the past 10 years that ran over \$1,000 per.

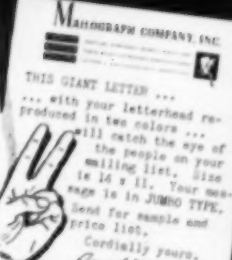
NATIONAL ASSOCIATION OF REFRIGERATED WAREHOUSES DIRECTORY
TOWER BUILDING
WASHINGTON 5, D. C.
A short list of some 141 pages at \$10 to non-members.

Which brings up the point that any list that pulls is cheap at any price and any list that doesn't pull is very expensive . . . even if free for nothing. ● (Continued next month)


3 IDEAS for your direct mail campaign!



Postalgram
YOU GET ATTENTION! . . .
WHEN YOU SEND YOUR PROSPECTS THIS GIANT POSTALGRAM. IT IS LARGER THAN THE DOUBLE-PAGE SPREAD OF THIS MAGAZINE. ACTUAL SIZE IS 10" x 16". SEND FOR SAMPLES AND PRICE LIST.



GIANT LETTER
THIS GIANT LETTER . . .
with your letterhead reproduced in two colors . . . will catch the eye of the people on your mailing list. Size is 14 x 11. Your message is in JUMBO TYPE. Send for sample and price list.
Cordially yours,
Charles E. Jones



POSTALGRAM SELF-MAILER
Postalgram self-mailer has "built-in" reply card

Gentlemen: Please send me samples of your 3 direct mail ideas, together with complete prices.

MAILOGRAPH
39 Water St., New York 4, N. Y.
Bowling Green 9-7777

Direct Mail Directory

LISTINGS ONE LINE PER ISSUE, \$18.00
PER YEAR, UNDER SPECIAL HEADINGS,
\$14.00 PER YEAR.

ADDRESSING

A-Five Letter Service, 219 Griggs Highway, St. Paul 4, Minn. (MI 4-6051)
Address-O-Rite Stencil & Mach. Co., Inc., 100 W. 23 St., N.Y.C. 10 (OR 5-4250)
Beckman Addressing Service, 1028 Kings Highway, Brooklyn, N.Y. (BR 3-8770)
Creative Mailing Service, Inc., 405 N. Main, Freeport, N.Y. (FR 3-7511)
Merit Mailers, 38 Sterling Street, East Orange, N.J. (OR 2-3000)
Rusner Typing & Mail Serv., 70-81 Queens Rd., Woodside 7, N.Y. (QR 2-7500)

ADDRESSING & LIST CONTROL SYSTEMS

John M. Bammer & Associates, 1700 Delmar, St. Louis 3, Missouri (ST 1-6707)
Ramsay Punched Card Div., Underwood Corp., 1 Park Ave., N.Y.C. 10 (LE 2-7000)

ADDRESSING MACHINES

Addressing Machine & Equip. Co., 229 Broadway, N.Y. 7, N.Y. (HA 2-4700)
Approved Business Machines Co., 19 Hudson St., New York 13, N.Y. (CA 6-2352)
Client Addr. Machine Co., 1524 Albany St., Cambridge 38, Mass. (TR 4-2020)
Mailers' Equipment Co., 50 W. 15th St., N.Y. 11, N.Y. (CH 2-3442)
Neser & Wallingford, 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

ADDRESSING - TRADE

Netmar Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)
Shaping Typing Service, 68-11 Bowness Ave., Woodside, N.Y. (HI 6-2730)
Rusner Typing & Mail, Box 70-01 Queens Rd., Woodside 7, N.Y. (QR 2-7500)

ADVERTISING AGENCIES

Ad Service, P.O. Box 254, North Canton, Ohio (Tel: 9-5555)
American Direct Mail, 1113-15 Venice Blvd., Los Angeles 15, Calif. (DA 4-1265)
Marlin Ad Agency (DB, Tel: 15 PA S. 40, N.Y.C. 16 (LE 3-4753)

ADVERTISING ART

A. A. Anyshin, Publisher, P.O. Box 20740, Los Angeles 6, Calif. (RE 9-0002)
Multi Ad Service, 100 Walnut St., Fairfield, Illinois
Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. (PL 4-6220)

ADVERTISING BOOK MATCHES

Match Corp. of America, 2433-62 40th Pl., Cht. 20, Ill. (VI 7-2344)
Universal Match Corp., 1501 Locust St., St. Louis 3, Mo. (CH 1-2220)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co., 2734 W. Irving Park Rd., Chi. 34, Ill. (AV 3-4122)
Gottler-Montano, Inc., Glyndon, Maryland (REisterstown 842)
ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Troy H. Redlin, 705 D. Redlin, 1322 M St. N.W., Wash. D.C. (RE 7-3422)
Merit Mailers, 38 Sterling Street, East Orange, N.J. (OR 2-3000)

AUTOMATIC TYPEWRITING

Ambassador Letter Serv. Co., 11 Stone St., N.Y. 4 (BO 9-0007)
American Auto Typewriter Co., 3023 N. Paulina St., Chicago 30, Ill. (EV 5111)
Carlson Auto Typewriting Serv., 2746 N. Clark St., Chi. 10, Ill. (EA 7-5400)
Great North Letter Service, 3 Hilda Lane, Great Neck, N.Y. (OR 3-4442)
Wendy Letter Service, 3001 Wellington Court, Westbury, N.Y. (ED 4-0885)

BOOKS

Art & Tech. of Photo Eng. Hiram Eng. Co., 44 W. 22 St., N.Y.C. 1 (MU 9-2002)
Reporter of Direct Mail, 320 7th, Garden City, N.Y.
Cardinal's Tenor, 100 N. Main St., N.Y. 10 (NY 5-1111)
How To Get The Right Start In Direct Advertising, 1.00
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How To Think About Results Of Direct Mail, 1.00
How Direct Mail Solves Management Problems, 1.00
How To Think About Showmanship In Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
The Plain Jane of Direct Mail, 50
How To Think About Industrial Direct Mail, 3.00

CALENDARS, ART AND BUSINESS

Gottler-Montano, Inc., Glyndon, Maryland (REisterstown 842)

CATALOG PLANNING

Catalog Planning Co., 101 W. 50th St., N.Y. 19, N.Y. (PL 7-1007)

CHRISTMAS STATIONERY

The Southern Company, 307 W. Main St., Arlington, Texas (AR 5-2207)

COPYWRITERS (Free Lance)

Len P. Holt Jr., 64 E. Jackson Blvd., Chi. 4, Ill. (WA 7-0187)
Gerville E. Reed, 100 N. State St., Howell, Mich. (Tel: 65)
O. H. Rankin, 1420 Grand, Kansas City 6, Mo. (KA 1-4400)
Alfred Hays, 2 West 6th St., (Rm. 300) N.Y. 30, N.Y. (JU 6-4523)

DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY

The Fremark Company, 354 Blacksmith Rd., W. Levittown, N.Y. (PE 1-0495)

DIRECT MAIL AGENCIES

Abram Associates, Inc., 601 Madison Ave., N.Y. C. 22, (PL 1-6312)
American Mail Adm. Inc., 610 Newbury St., Boston 15, Mass. (AD 6-7500)
Charles A. Beach, 21 N. W. Ninth Ave., Miami 30, Florida
Barbara Burton & Staff, 444 Market St., San Francisco 11, Cal. (TU 5-2378)
Harry Schneiderman, Inc., Board of Trade Bldg., Chicago 4, Ill. (WE 3-2251)
Homer J. Buckley, 100 N. State St., Chi. 3, Ill. (WE 2-3300)
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Chase & Richardson, Inc., 15 Nass 41st St., N.Y. C. 17 (MU 4-0623)
James Connell & Assoc., 1115 E. 11th St., Wash. D.C. (WT 3-1732)
Dickie Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-3200)
Dickie Raymond, Inc., 25 Park Ave., N.Y. 17, N.Y. (MU 4-0610)
Direct Advertising Association, 21 East 80th St., N.Y. 16, N.Y. (MU 4-0623)
Direct Mail Association, 11 E. 120th Street, Wilmington 1, Delaware (Tel: 3-6440)
Direct Mail Service, 178 Luckie St., N.W., Atlanta 3, Ga. (JA 3-2390)
Indy & Assoc., Inc., 918 N. 6th St., Milwaukee 2, Wis. (BA 3-7332)
General Office Service, Inc., 527 E. St., Washington 1, D.C. (NA 4-2348)
Graphic Service, 7000 Building, Dayton 5, Ohio (NE 4-133)
Frederick & Givner, 2123 E. 9th St., Cleveland 15, Ohio (CL 1-2220)
Harrison Services, Inc., 241 Madison Ave., N.Y. 17, N.Y. (MU 4-1348)
Hicks-Morphy Div. of James Gray, Inc., 218 E. 9th St., N.Y. 16, N.Y. (MU 3-0000)
John M. Lord & Co., 11 Beacon St., Boston 8, Mass. (CA 3-6545)
Merit Mailers, 38 Sterling Street, East Orange, N.J. (OR 2-3000)
N. L. Palk & Co., 421 Howard St., Detroit 21, Mich. (WO 1-9470)

Rap-O Products Co., 7 Central Park W., N.Y. 23, N.Y. (CT 5-6118)
Reprints-Letter, 611 S. Dearborn St., Chicago 7, Ill. (MO 4-0878)
Reprints-Letter, 520 Fifth Avenue, New York 36, N.Y. (MU 7-6250)
Richardson-Rose Inc., 1555 W. McNichols Rd., Detroit 25, Mich. (BR 3-8955)
Maxwell Sachheim & Co., Inc., 545 Madison Ave., N.Y. 17, N.Y. (PL 1-5191)
Sales Letters, Inc., 153 W. 32nd St., N.Y. C. (WA 2-5840)
Sands Rube & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1531)
J. B. Sands & Company, 14 Brighton Ave., Boston 34, Mass. (BT 2-0477)
The Smith Company, 47 Hiale St., San Francisco, Calif. (SU 1-4544)
Lloyd F. Wood Associates, 1646 Wier Ave., N.W., Wash. 7, D.C. (CO 5-0042)

DIRECT MAIL CONSULTANTS

James Connell & Assoc., 1115 E. 11th St., Wash. 6, D.C. (WT 3-1732)
Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 16, N.Y. (OR 7-3888)
Peter L. Shugart, 2800 W. Fier Blvd., L.A. 6, Calif. (DU 5-6411)
William E. Smith, 28 Devon Road, Darton, Conn. (DA 3-4557)

DIRECT MAIL EQUIPMENT

B. H. Dunn Co., 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-6455)
Cheshire Mailing Machines Inc., 1544 N. Honore St., Chicago 22, Illinois
R. C. Cushead Co., 730 Franklin Ave., Newark 5, N.J. (BU 2-3500)
Davidson Corp., 20 Myerson St., Bklyn. 5, N.Y. (UL 5-5078)
A. H. Dick Co., 5700 W. Touhy Ave., Chi. 31, Ill. (BO 3-1500)
Feltin Tying Machine Co., 3501 N. 35th St., Milwaukee 14, Wis. (HI 5-1131)
Martin Yale, Inc., 2100 W. Fulton St., Chicago 12, Ill.
National Bundle Tye Co., 11450 W. 11th St., Bloomfield, Michigan (BL 142)
Pinney-Bowen, Inc., 1000 N. Broadway, Stamford, Conn. (48-2021)
Scripomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-1212)
Seal-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0000)

DIRECT MAIL PRE-TESTING - 4 COLOR PROCESS

Encore Color Process, 32 East 19th St., N.Y. 3, N.Y. (AL 4-3502)

DIRECT MAIL SUPPLIES

Fraser Process Co., 72 Sullivan Street, N.Y. 12, N.Y. (MO 3-1502)
Lee Products Company, 2763 S. Lemmie, Minneapolis 3, Minnesota (RE 9080)
Presto Process Co., 180 St. Paul St., Rm. 202R, Rochester, N.Y.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc., 44 W. 23 St., N.Y.C. 10 (OR 5-2446)
Creative Mailing Service, 400 N. Main St., Freeport, N.Y. (FR 3-4020)
Elliott Addressing Mach. Co., 117 Leonard St., N.Y. 13 (WA 5-1371)
Swanson Direct Mail Service, Gloucester, Mass. (021-R)

ENVELOPES

American Envelope Mfg. Corp., 80 Beekman St., N.Y. 28, N.Y. (WO 2-3040)
The American Paper Products Co., East Liverpool, O. (PU 5-4240)
Atlanta Envelope Co., P.O. Box 1207, Atlanta 1, Ga. (TH 6-2060)
Berlin & Jones Co., Inc., 307 W. 35th St., N.Y. C. 1 (WA 4-4400)
The Boston Envelope Co., 307 High St., Boston, Mass. (WA 4-4400)
Columbia Envelope Co., 2015 N. Hawthorne, Melrose Park, Ill. (EM 8-0214)
Samuel Cupples Envelope Co., 300 Furman Rd., Brooklyn 3, N.Y. (TR 4-5285)
Cupples-Hesse Corp., 1408 Kensington Way, Des Moines 14, Iowa (AT 8-7371)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (DT 3-7300)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-2700)
Curtis 1500 Inc., 150 Vanderbilt Ave., Hartford 10, Conn. (JA 2-1221)
Berrett Fuller Envelope Co., 2120 Howard St., Detroit 14, Mich. (TA 3-7500)
Diplomat Envelope Corp., 23-23 Borden Ave., I. I. City 1, N.Y. (BT 4-5200)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 10, Ill. (CO 7-3000)
Gaw-O'Hara Envelope Co., 900 N. Sacramento Blvd., Chi. 12, Ill. (NE 1-1200)
The Gray Envelope Mfg. Co., 55-32nd St., Brooklyn 32, N.Y. (BT 8-2500)
Horn Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-1400)
Long Island Envelope Co., Inc., 104-05 Northern Bl., Corona, N.Y. (DE 5-4646)
Quality Park Envelope Company, 2520 Camer Ave., St. Paul 1, Minnesota
Rochester Envelope Co., 72 Charles St., Rochester 14, N.Y. (HA 2404)
The Standard Envelope Co., 1100 E. 30th St., Cleveland 14, O. (PR 1-2900)
Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (HA 1-6092)
The Tension Company, Inc., 322 Fifth Ave., N.Y. 36, N.Y. (MU 4-4444)
Trusco Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (TR 4-6014)
Trusco Envelope Co., 23 Monitor St., Jersey City, N.J. (HE 4-1387)
United States Envelope Co., Springfield 3, Mass. (BE 4-7211)
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

The Cunnely Organization, Inc., 1610 Arch St., Phila. 7, Pa. (MA 7-6132)
Curtis 1000 Inc., 150 Vandeventer Ave., Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp., 3026 Franklin St., Chi. 12, Ill. (NE 1-1200)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 10, Ill. (CO 7-3000)
Horn Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-1400)
The Tension Company, Inc., 322 Fifth Ave., N.Y. 36, N.Y. (MU 4-4444)
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (JA 1-6092)
The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 11, O. (PR 1-8470)

FOREIGN MAILINGS

Sands Rube & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1531)
Mailing Service, Inc., 17, Rue des Cardinaux, Paris 6, France
Henry Wobol & Associates, Thorneyrd, Riverside, N. Y.

IMPRINTERS - SALES LITERATURE

Merit Mailers, 38 Sterling Street, East Orange, N.J. (OR 2-3000)

INSERTING SERVICE - AUTOMATIC MACHINE

Automatic Mailing Service Inc., 800 Belmont Ave., Newark 5, N.J. (TA 4-6401)
Bonded-Nationwide, 133 4th Ave., Brooklyn 33, N.Y. (BO 3-4412)
Cupples-Hesse Corp., 37 East 18th St., N.Y. C. 3, N.Y. (WA 4-4400)
Drumcliff Advertising Service, 11111 Hill Rd., Towson 4, Md. (VA 3-7290)
Gile Letter Service, 723 Third Ave., South, Minneapolis 2, Minn. (FE 2-7370)
Inserting & Mailing Corp., 1 Broadway, N.Y. 4, N.Y. (WR 4-8722)
Mallory Incorporated, 37 Cottage Row, Glen Cove, N.Y. (GL 4-6000)
Merit Mailers, 38 Sterling Street, East Orange, N.J. (OR 2-3000)
Rusnam Advertising, 1400 Grand, Kansas City 6, Mo. (KA 1-4400)
West. Emp. Dir. Ad. Co., 312 Howard St., San Francisco 5, Calif. (GA 1-8500)

INVISIBLE INK LETTERS & POST CARDS
 Sande Rocke Co., Inc. 31 7th Ave., N.Y.C. 11 (WA 4-1551)
LABEL PASTERS
 Potdevin Machine Co. 321 North St., Teaneck, N. J. (HA 4-1941)
LABELS
 Allen Hollander Co., Inc. 385 Gerard Ave., N. Y. 51, N. Y. (MO 3-1819)
 Franklin Mfg. Co. 1000 Franklin St., Framingham, Mass. (TR 3-1111)
 Karsch Specialty Printing Co. 508 Electric St., Scranton 2, Pa. (LE 2-2653)
 Penno Label Co. 60 Murray St., N. Y. 7, N. Y. (BA 7-7771)
 Tompkins Label Service 1518 Walnut St., Philadelphia 2, Pa. (PE 3-0092)

LETTER GADGETS
 Hewitt Co. 45 W. 45th St., N. Y. 19, N. Y. (JU 2-7166)
 Robert Straub & Co. 329 Fifth Ave., Chicago 6, Ill. (WA 4-1881)

LETTERHEADS
 Brunner, Inc. Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BB 2353)
 Harper Engraving & Printing Co. 283 E. Spring, Columbus 15, O. (AD 5837)
 Woodbury & Co., Inc. 3200 Broadway, Worcester 5, Mass. (PL 4-1751)

RESPONDA-LETTER 411 S. Kensington, Chicago 7, Ill. (MO 4-9078)
RESPONDA-LETTER 329 Fifth Avenue, New York 10, N. Y. (MU 7-6339)

MAIL ADVERTISING SERVICES (Letterheads)

CHICAGO
 Insullite & Co., Inc. 809 N. Dearborn St. (10) (BU 7-1722)
 Lettercraft 212 W. Madison St. (12) (ER 2-9747)
 Nepona Letter Service 299 So. Wabash Ave. (5) (CK 4-4956)
 The Stylar Co. 216 W. Jackson Blvd. (6) (PE 3-5958)

CLEVELAND
 Cleveland Letter Serv., Inc. 740 W. Superior, (12) (BU 1-6290)
COLUMBUS
 W. A. Morning 320 N. 4th St. (15) (CA 6-5741)

DETROIT
 Advertising Distributors of America, Inc. 834 Bagley Ave. (26) (WO 2-1172)
 Advertising Letter Service 2920 Jefferson East, (7) (LO 7-9455)
 Curtis & Harris 6th Floor-Marquette Bldg. (12) (WA 3-6384)
 G. E. Fulk & Co. 441 Howard St. (31) (WO 1-9479)

EAST ORANGE, NEW JERSEY
 Merit Mailers 26 Sterling Street (OR 2-3090)

HOUSTON
 Premier Printing & Letter Serv. 620 Texas Ave. (3) (CA 7-4145)

KANSAS CITY
 Kansas Advertising 1426 Grand (6) (HA 1-6469)

LOS ANGELES
 Krupp's Adv. Mailing Serv. 230 W. Pico St. (6) (MI 8733)

MARION, OHIO
 Fulfillment Corp. of America 381 W. Center St. (Tel: 2-1167)

MINNEAPOLIS
 Gile Letter Service 753 Third Ave. So. (2) (FK 3-2471)

NEWARK, NEW JERSEY
 Automatic Mailing Service Inc. 380 Belmont Ave. (3) (TA 4-0801)

NEW YORK CITY
 Advertisers Mailing Serv., Inc. 45 W. 19th St. (AL 5-6500)
 Benart Mail Sales Corp. 228 E. 45th St. (17) (WE 4-8809)
 Cardinal Direct Mail Corp. 2 Broadway, (4) (WH 4-8722)
 Century Letter Co., Inc. 18 E. 21st St. (10) (AL 6-0800)
 Mary Ellen Clancy Co. 250 Park Ave. (17) (TU 5-1634)
 Coupon Service Corp. 27 East 19th St. (OR 3-6109)
 Elite Letter Co., Inc. 11 W. 32nd St. (1) (PE 6-1482)
 Mailgraph Co., Inc. 39 Water St. (4) (OR 9-7777)
 The St. John Assoc. Inc. 15 W. 43rd St. (16) (JU 2-2444)
 Time Letter Serv. Corp. 35 East 12th St. (3) (AL 4-8171)

PHILADELPHIA
 Connolly Organization, Inc. 1010 Arch St. (7) (MA 7-8128)
 Woodington Mail Advertising Serv. 1354 Arch St. (7) (LE 1-8489)

PITTSBURGH
 Advertisers Associates Inc. 1027 Penn Ave. (22) (AT 1-6144)

ROCHESTER
 A. B. Birch 15 South Ave. (4) (BA 5-6340)

SAN FRANCISCO
 The Letter Shop 67 Beale St. (BU 1-6584)

WASHINGTON, D. C.
 General Office Serv. Inc. 207 4th St., N. W. (MA 3-3246)

WESTFIELD, NEW JERSEY
 Union County Business Bureau 7 Elm St. (WE 2-8393)

MAILING LISTS - BROKERS
 Archer Bennett List Service, Inc. 148 W. 55th St., N. Y. 19, N. Y. (JU 4-3768)
 Barbara H. Bryant & Staff 444 Market St., San Francisco 11, Cal. (TU 6-2574)
 George H. Bryant Co. 505 Madison Ave., N. Y. 17, N. Y. (MA 3-2551)
 George H. Bryant Co. 175 E. Wacker Dr., Chi. 1, Ill. (BT 2-2688)
 The Condit Co. 6 East 23rd St., N. Y. 10, N. Y. (AL 4-8873)
 Dependable Mailing Lists Inc. 281 4th Ave., N. Y. 10, N. Y. (AL 4-8997)
 Walter Drey, Inc. 223 N. Michigan Ave., Chi. 1, Ill. (PI 6-4180)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OH 4-7961)
 Dunhill Int'l List Co., Inc. East Washington St., Chicago 9, Ill. (TU 3-5244)
 Gould Co. 188 Engle St., Englewood, N. J. (BR 3-0461)
 Lewis Kield Co. 25 W. 43rd St., N. Y. 36, N. Y. (JU 3-9830)
 Willis Mardner, Inc. 215 4th Ave., N. Y. 10, N. Y. (SP 7-7460)
 Monthly Mail Order List Serv. 39 Newbury St., Boston 14, Mass. (CO 6-3280)
 Names Unlimited Inc. 332 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)
 D. L. Natick Co. 124 W. 52nd St., N. Y. 19, N. Y. (CO 5-8145)
 People in Places, Inc. 167 East 32nd St., N. Y. 10, N. Y. (LE 2-3956)
 Planned Circulation 19 West 44th St., N. Y. 36, N. Y. (MU 7-4150)
 Rosham Advertising 1430 Grand, Kansas City 9, Mo. (MA 1-6480)
 Sanford Evans & Co., Ltd. 145 McBurnet Ave., Winnipeg 1, Canada (92-3151)
 William Webb, Jr. 508-576 54th St., West New York, N. J. (UN 4-4666)
 James E. True Assoc. 619 4th Ave., N. Y. 10, N. Y. (MU 6-0050)
 World Wide Services 530 4th Ave., New York 30, N. Y. (MU 3-5844)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OF COMPILERS & OWNERS

18,500 (Reporter of Direct Mail Ad.) Direct Mail Users
 One Group (over 2,000,000) (Western Empire)
 Occupant Mailing Lists (Occupant Mailings List of America, Inc.)
 Pet shops, 6980; Pet supply jobbers, 130; Cat breeders, 634 (All-Pets)

MAILING LISTS - COMPILERS & OWNERS
 Active Equipment Supply 1388 Jurupa Tr., Nor Hyde Park, N.Y. (FI 4-4702)
 Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (BR 2-7172)
 Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8439)
 All-Pets Magazine, Inc. P. O. Box 151, Fond du Lac, Wisconsin (28-50)
 Associated Advertising Inc. 813 William St., Port Huron, Mich. (UN 4-7772)
 Automotive Registrations, Inc. 17 West 45th St., N. Y. 10, N. Y. (JU 4-3860)
 Bodine's of Baltimore 501 E. Preston St., Baltimore 2, Md. (WE 7-0420)
 Bookbuyers Lists 362 Broadway, N. Y. 13, N. Y. (WO 4-5471)
 Boy's City Dispatch, Inc. 222 E. 22d St., N. Y. 10, N. Y. (OR 9-3250)
 Burkin-Dement 535 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Catholic Mail Bureau 45 West 45th St., N. Y. 36, N. Y. (G 3-4400)
 Creative Mailing Service 233 N. Michigan Ave., Chi. 1, Ill. (PI 6-4180)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OH 4-7961)
 Dunhill International List Co., Inc. 385 Fifth Ave., N.Y.C. 17 (PL 3-6833)
 Drumright Advertising Service 400 N. Main St., Yonkers 4, Md. (VA 3-7986)
 Educational Lists Company 17 East 22nd St., N. Y. (AL 4-8546)
 Eli Koenig 300 W. 45th St., N. Y. 19, N. Y. (WE 2-7800)
 E-E Advertising Serv. 85 Washington St., N. Y. 6, N. Y. (BA 3-6462)
 Fritz B. Hoffmann 28 E. 22nd St., N. Y. 10, N. Y. (UN 4-4429)
 Industrial List Bureau 1000 Webster, Webster, Mass. (WE 2-7800)

Industrial Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)
 Jewish Statistical Bureau 229 Broadway, N. Y. 7, N. Y. (BR 2-4229)
 Mail Ad. Corp. of America 235 N. LaSalle St., Chicago 10, Ill. (BU 7-1743)
 Mailmen Incorporated 87 Cottage Row, Glen Cove, N. Y. (GL 4-9386)
 Manpower, Inc. 236 W. Kilbourne Ave., Milwaukee 3, Wis. (BR 2-8090)
 Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (NT 7-5109)
 Merit Mailers 20 Sterling Street, East Orange, N. J. (OR 2-3090)
 Montgomery Engineering Co. 8300 17th St., Detroit 6, Mich. (TR 4-0929)
 J. H. Money Turf Fan Lists 201 East 46th St., New York 17, N. Y.
 National Social Directory 324 Madison Ave., N. Y. (PL 2-8160)
 Occupant Mail Lists of Amer., Inc. 229 N. 4th, Columbus 15, O. (CA 4-5741)
 Official Catholic Directory 12 Barclay St., N. Y. 6, N. Y. (BA 7-2000)
 Palmer Lists 2432 Grand Concourse, N.Y.C. 58 (BR 2-6460)
 Paramount Mailing Lists 77-14 142nd St., Flushing 47, N. Y. (JA 4-8472)
 W. B. Panton Inc. 40 Homack St., Englewood, N. J. (MU 7-5311)
 Precision Equipment Co. 3716 Milwaukee Ave., Chi. 41, Ill. (AY 3-5325)
 L. R. Roper 11881 Ventura Blvd., N. Hollywood, Calif. (NT 7-5109)
 Reporter of Direct Mail Ad. 224 7th St., Garden City, N. Y. (PI 6-1837)
 Select List Co. 657 B. Robertson Blvd., Beverly Hills, Calif. (CH 4-7825)
 The Speed Address Co. 48-01 42nd St., Long Island City 4, N. Y. (UN 4-4860)
 Williams Birch, Jr. 344-576 54th St., West New York, N. J. (UN 4-4860)
 W. E. Watson Corp. 299 Nassau Road, Rossmore, N. Y. (PA 8-8512)
 West. Emp. Dir. Ad. Co. 617 Howard St., San Francisco 4, Cal. (IA 1-8501)
 Zeller and Lotica, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 3-6278)

MAIL ORDER AGENCIES
 James Connell & Assoc. 604 Mills Bldg., Wash. 6, D. C. (BT 3-1732)
 Sparks Advertising Agency P. O. Box 211, Brownwood, Texas (90-23)

MAIL ORDER CONSULTANT
 James Connell & Assoc. 604 Mills Bldg., Wash. 6, D. C. (BT 3-1732)
 Herbert L. Kellner & Associates 431 E. Wabash Ave., Chicago 5, Ill. (MA 7-4144)
 Whit Northmore Schultz 1115 Old Elm Lane, Glenview, Ill. (VE 8-8103)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES
 Pollard-Ailing Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-6482)

MATCHED STATIONERY
 Tonton Envelope Corp. 100 E. Cambridge St., Kansas City, Mo. (HA 1-6002)

MIMEOGRAPH MACHINE
 Addressing Machine & Equip. Co. 525 Broadway, N. Y. 7, N. Y. (HA 2-4700)

MULTIGRAPH SUPPLIES
 Chicago Ink Ribbon Co. 10 S. Wells St., Chi. 4, Ill. (BT 7-6601)
 Mack Type Co., Inc. 85 Fulton St., N. Y. 7, N. Y. (BE 2-1487)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL
 Advertising Distributors of America, Inc. 834 Bagley Ave., Detroit 26, Mich. (HA 1-6002)
 Merit Mailers 20 Sterling St., East Orange, N. J. (OR 2-3090)

OFFSET - MIMOGRAPHING
 Bureau Letter Service East 42nd St., N. Y. 17, N. Y. (MU 5-5377)

OFFSET PLATES
 Amplitude Corp. Morris Ave. & Weaver St., Summit, N. J. (CR 3-3280)

PACKAGING
 Coupon Service Corp. 27 East 18th St., N. Y. 2, N. Y. (OR 2-0100)
 Merit Mailers 20 Sterling Street, East Orange, N. J. (OR 2-3090)

PAPER MANUFACTURERS
 Appleton Coated Paper Co. 1200 N. Meade St., Appleton, Wis. (41-54)
 Byron Weston Company Dalton, Mass. (NE 8-8551)
 Curtis Paper Company Newark, Delaware (NE 8-8551)
 Eastern Corporation Bangor, Maine (Tel. 8221)
 Fraser Paper, Limited, N. Y. 17, N. Y. (LE 2-0580)
 W. C. Hamilton & Sons Milpau, Pa. (IV 3-3160)
 Hammermill Paper Co. Erie, Pa. (Tel. 4-7101)
 Howard Paper Mills Dalton, Mass. (NE 8-8551)
 International Paper Co. 226 E. 42nd St., N. Y. 17, N. Y. (MU 5-7500)
 Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-2211)
 Mead Paper, Inc. 115 West First Street, Dayton 5, Ohio (DA 2-1021)
 Neenah Paper Co. Neenah, Wis. (Tel. 5-1021)
 Neenah-Paulding Paper Co. Port Edwards, Wis. (Tel. 8111)
 Peninsular Paper Co. Yonkers 10, N. Y. (UN 4-4860)
 Rex Paper Co. Kalamazoo 99, Mich. (Tel. 2-0101)
 Rising Paper Co. Housatonic, Mass. (Ho 47)

PAPER MERCHANT
 Moser Paper Co. 621 Plymouth Court, Chi. 5, Ill. (WA 2-3718)

PARCEL POST MAILING BOXES
 Corrugated Paper Products Inc. 2255 Utica Ave., Brooklyn 94, N. Y. (EM 7-6112)

PERSONALIZED GIANT GRAMS
 Sando Books & Co., Inc. 717 7th Ave., N.Y.C. 11 (WA 4-1501)

PHOTO ENGRAVERS
 Heron Engraving Co., Inc. 64 W. 23rd St., New York 1, N. Y. (MU 9-0583)
 Neenau Photo Engraver Co. 254 W. 31st St., N. Y. C. (PE 6-0417)

PHOTO REPORTING
 Rickles Photo-Reporting Serv. 58 Park Pl., Newark, N. J. (MA 3-5966)

POST CARDS
 Reverse Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 3-5500)
 Photochrome, by Colorpicture Publishers 200 Newbury St., Boston 15, Mass. (CO 7-7560)

PRINTING - OFFSET LITHOGRAPHY
 Encore Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 3-5500)
 Martin Nease & Co., Inc. 81 7th Ave., N. Y. C. 11 (WA 4-1551)

PRINTERS - LETTERPRESS & LITHOGRAPHY
 Graphic Enterprises of Milwaukee, Inc. 622 S. 2nd St., Milwaukee 4, Wis. (CH 4-7825)
 Merit Mailers 20 Sterling Street, East Orange, N. J. (OR 2-3090)
 Paradise Printers Paradise, Pa. (OV 7-3207)
 Proser Press, Inc. 129 Lafayette St., N. Y. 13, N. Y. (CA 6-4309)

PUBLISHERS
 T. K. Sanderson Organization Waverly P.O., Baltimore 12, Md. (WA 2-3718)

SALES PROMOTION COUNSEL
 James Connell & Assoc. 604 Mills Bldg., Wash. 6, D. C. (BT 3-1732)
 Martin Ad Agency (Mail Order) 15 FB E 60, N. Y. C. 16 (LE 2-8751)

SEASONAL STATIONERY
 Arthur Thompson & Co. 100 Market Pl., Baltimore 2, Md. (PL 3-4406)

SUBSCRIPTION FULFILLMENT SERVICE
 Fulfillment Corp. of America 381 W. Center St., Marion, Ohio (Tel: 2-1167)
 Globe Fulfillment Corporation 145 W. 23rd St., N. Y. C. 11 (OR 3-4609)
 Merit Mailers 20 Sterling Street, East Orange, N. J. (OR 2-3090)

SUBSCRIPTION FULFILLMENT SYSTEMS
 Ramon Punched Card Div. Underwood Corp. 1 Park Ave., N. Y. C. 16 (LE 2-7999)

SYNDICATED HOUSE MAGAZINES
 The William Feather Co. 5000 Clinton Rd., Cleveland 9, O. (AT 1-6122)

TRADE ASSOCIATIONS
 Direct Mail Advertising Assoc. 3 E. 87th St., N. Y. C. 33 (MU 8-7288)
 MABA International 18120 James Gossens, Detroit 35, Mich. (UN 4-3543)
 Nat'l Council of Mail List Brokers 15 W. 42nd St., N. Y. 36, N. Y. (PE 4-0815)

TYPOGRAPHERS
 Rapid Typographers, Inc. 385 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

VANITYPERS AND TYPE FONTS
 The Adams Co. 654 Broadway, N. Y. 12, N. Y. (AL 4-3236)

VARIETY EQUIPMENT
 Zenith Typewriter & Adding 15 W. 17th St., N. Y. C. 11 (WA 4-4180)

VISUAL PRESENTATIONS
 Direct Advertising Associates 31 East 40th St., N. Y. 16, N. Y. (OR 4-0618)

SHORT NOTES CONTINUED

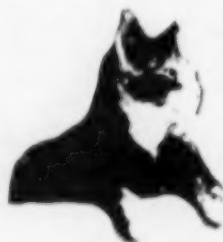
(From Page 13)

□ **HERE'S ONE FOR YOUR WIFE** (if you dare bring it home): The Textile Fibre Department of Union Carbide and Carbon Corp., 100 E. 42nd St., N. Y. 17, N. Y., has published an informative four-page brochure entitled "How to Buy a Winter Coat." It's been mailed to 65,000 home economic teachers and students throughout the country. Contents stresses the fact that a gal's winter coat is the key item of apparel in her wardrobe . . . and highlights the importance of style, color, and wear life in her buying selections. Also details essential "do's" and "don'ts" in the proper care of coats, especially those of the popular new fur-like fabrics. But most important, this direct mail piece is bound to stimulate coat buying . . . so if you write for it and take it home, be prepared!



□ **IF YOU WANT TO SELL TO WOMEN**, you'd better stress the product "in use," advised two fair-sex experts in

□ **DRAGNET DIRECT MAIL:** When Stan Peters of Portuguese Bend, Calif., walked into Market Compization & Research Bureau, Los Angeles, and asked to have the post card shown below produced and mailed . . . Rose Rashmir of MC&RB thought he was kidding. He wasn't . . . and so Rose produced and mailed 10,000, in the immediate vicinity of where the cat was lost. No results. A week later they mailed another 6,000 on the outskirts of the area. Still no leads . . . so they dropped another 5,000 into a wider circle, and still an additional 4,000 in an expanded area. Soon after the 4,000 went out Mr. Peters got his cat. Sergeant Friday could hardly have done better than this "dragnet" campaign.



ANSWERS TO NAME "PETEY"

\$5000 Reward!
FOR RETURN OF THIS,
OUR CAT

\$2000 REWARD: FOR INFORMATION
LEADING TO RETURN OF THIS, OUR CAT
ESCAPED FROM BOARDING KENNEL
AT PALOS VERDES BIRD FARM, WALTERAN
VILLAGE, PACIFIC COAST HWY, SUNDAY
JULY 1, 1956.

DESCRIPTION

CALICO - THREE COLORED - 2½ YRS. SLIGHT BUILD - FEMALE
BODY: MOSTLY BLACK - ORANGE MARKINGS, A WHITE PAINT
BLACK PATCH UNDER RIGHT EYE.

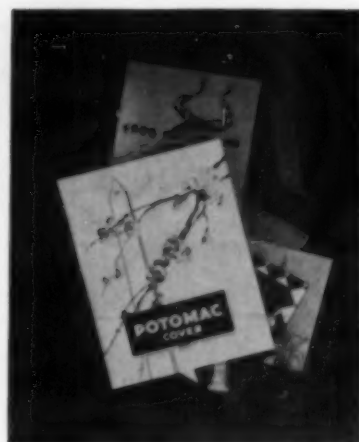
FROM REAR, ONE HAUNCH ORANGE, OTHER HAUNCH BLACK

STAN PETERS, FRONTIER 7-1738 3 TANGERINE ROAD,
PORTUGUESE BEND, CALIF.

recent advertising speeches. Mrs. Julia Morse, vice-president and account executive of Anderson & Cairns, Inc., told a meeting of N. Y.'s Assn. of Advertising Men & Women that while men talk about a product's superiority, women deal with its pleasures in use. Mrs. Morse advised "less emphasis on illustrating and describing product superiority, and more on showing it in use and being enjoyed—a natural woman's attention getter." And Dorothy Kent, copy group head for cosmetics and fashion at Emil Mogul Co., told the Metropolitan Advertising Men's Club: "Never hit a woman if you could capture her through ad copy. But strike her fancy . . . excite her with a new idea . . . intrigue her with a new use or a new way of serving a familiar product—and she's yours."



□ **WIDE USES OF WHEELWRIGHT POTOMAC COVER** are demonstrated in a new sample portfolio produced by Mead Papers, Inc. The portfolio cover and five of its seven inserts were produced by letterpress, offset and screen process . . . to show the stock's printing versatility. In addition, two Potomac Velour pieces printed by screen process are included . . . showing rich effects



possible with this grade. Formats of the sample inserts include catalog and booklet covers, menus, announcements, etc. You can get a free copy (shown above) by writing to Mead's Advertising Dept. at 118 W. 1st St., Dayton 2, Ohio.



□ **MOST MEMOS ATTACHED TO BOOKLETS, ETC.**, are done in usual "Memo" style. But Keller-Crescent Co., creative printers at 16-26 Riverside Dr., Evansville 8, Ind., dresses theirs up . . . to tie in with the theme of the enclosure. For example, K-C recently mailed a reprint of a supermarket point-of-sale poster they produced for a food manufacturer. Instead of putting their self-promotion message on a regular "Memo," the Evansville graphic arts service created one which looked like a giant-size receipt from a supermarket check-out counter. Integrated effect of the poster and check-out receipt created an impressive atmosphere for the copy theme: "Food manufacturers from all over the nation use our complete full-color platemaking and printing facilities."



□ **SPEAKING OF "MEMOS"** . . . we got a kick out of the gag scratch pad mailed by Ed Lustig, president of Circulation Associates, Inc., 226 W. 56th St., New York 19, N. Y. Printed on the ¾" wide x 8¼" long sized pad was the explanation "Scratch Pad For Narrow Minded People."



□ **LAST FAST NOTE** . . . to urge you to try and put more entertainment, information and education into your direct mail . . . for better sales success in '57.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

Clearwater, Florida
January, 1957

TWO RECENT LETTERS were subject of considerable discussion. One two-pager came on the letterhead of a "direct mail counselor." Name will be withheld. He protested against an item in October Scuttlebutt relating to the segregation-desegregation controversy over the Supreme Court's decisions. Our reason for inserting the item was to express the opinion (supported by others) that people with violent prejudices or hatreds against groups of people cannot write sound, appealing advertising copy. The letter from the "direct mail counselor" seems to prove he cannot think straight or write calmly. Here are two paragraphs:

"You say you don't know where the answer is. I don't either. I do know, however, that before you get your way, there are rivers of blood to be crossed; thousands, perhaps millions, of lives to be lost; a conflict brought on by such folks as you.

"In quoting George Kinter, of course, you are not talking about your inferiors since his quotation says you haven't any. I believe the rest of us, evidently your superiors, will not object too much to criticism from an inferior."

In other words, could we trust a "counselor" who is unwise enough to put in type his advocacy of the overthrow of constitutional government by force and bloodshed; one who also looks down on others as "inferiors"?

ANOTHER LETTER comes from the other end of the intelligence pole. The writer can be named. Our sincere thanks go to Leonard Martin Fox, 2048 Wellington Court, Westbury, N. Y. Forgive us the immodesty of publishing it:

Too often, Henry . . . readers take a good magazine for granted. And I've got to admit I'm just as guilty as a lot of the other subscribers to *The Reporter*.

In "Frontporch Scuttlebutt" (October, 1956), I learned how close we came to missing the September issue. That brought home to me very forcefully what I think about the magazine. So before anything else happens, I want you to know that I enjoy and profit from every page, month after month, year after year.

As a former magazine publisher, I lived through your crisis with the printer. Sometimes I think that all printers have horns on their head, tails on their derrieres, and pitchforks in their hands. And that they wait for poor unsuspecting publishers trying to put out convention issues on time.

There are far too many good features in *The Reporter* for me to single out any one as being particularly outstanding. There is one thing, however, that makes the magazine stand head and shoulders over the crowd in the publishing field. And that is the moral fibre of the publisher. Time and again I have seen you editorialize on touchy, debatable subjects. Many times I have disagreed with what you have said. But always I have respected you for having the guts to take a stand when you felt it was necessary to do so. Too often, the publishers of our trade journals have allowed themselves to become slaves to the big advertisers. And that saps the vitality of a publication just as surely as a leech sucks blood from a human being.

Summing it all up in one sentence: I think you publish one heluva fine magazine!
Keep up the good work.

I'm including these letters in Scuttlebutt in order to get something off the chest.

Through the nineteen years of *The Reporter's* existence (and at *Postage and The Mailbag* before that) we've been criticized for being too frank in our criticisms. Always stepping on someone's toes!!!! In a field as complex as direct mail, with hundreds of varying interests . . . it's impossible to please everyone all the time. If we criticize a bad practice, the guilty will holler while others applaud. Next time, the two groups might be reversed.

We believe that honest criticism is good for progress. If *The Reporter* hesitated to criticize and tried to make everybody happy, we'd be another namby-pamby trade journal degenerated into a poop sheet. We believe *The Reporter* should feel free to mention practically anything even though not directly connected with direct mail. Everything in life has some bearing on how we think and plan.

TOO MANY PEOPLE are hypnotized by "power of positive thinking." More people could profitably study the power of negative thinking (or negative analysis). We've advised it repeatedly. Instead of listing or focusing on all the good points about your company, product, service, copy appeals . . . try listing the negative or bad things. Make your analysis tough. Tough as hell. Why don't more people like us or our product? What's wrong? When you honestly try to find the answers . . . then you can start positive thinking. Then you can build better things . . . better copy, better letterheads, better everything.

That's the way we've tried to work on *The Reporter* for the good of direct mail as a whole. If negative analysis showed something was hurting or hindering direct mail . . . we've exposed it, even though it hurt for a time. We've been accused at times of trying to hurt this or that group by criticizing such things as patent rackets, misuse of franking privilege for propaganda, secondary boycotts by direct mail, union interference with direct mail, convention programming or long-winded speakers, unordered merchandise, etc. By being frank, and not pussy-footing, we've tried to heal the sore spots and to bring about respectability among all the individuals or groups connected with direct mail.

I liked a paragraph in a letter written by R. L. Trimble of Palace Furniture Co., Clarksburg, W. Va., to Paul Bringe (about his revision of letter copy):

"Sometimes the truth hurts . . . but it will make better men and women out of us in the direct mail field if we will heed your advice."

I sincerely recommend some "negative thinking" on your own problems before you bust a blood vessel over constructive criticism.

FRONT PORCH SCUTTLEBUTT

SLEUTH BOYCE MORGAN OF WASHINGTON, D. C. with wife Helen and mother-in-law, were first visitors after returning home. Boyce provided us with the best laugh of the month. He uncovered a testimonial letter written by the assistant circulation manager of one of the world's largest magazines to an equipment manufacturer, who in turn was using the testimonial in promotion. "Dear Sirs: We feel that it goes without saying that the fact that the machine is used by our company is evidence that we find it does good work. Very truly yours." A remarkable feat! Working five "that's" into one sentence of 28 words. And the writer is a prominent member of a certain advertising club before which this reporter has spoken and has pled for the elimination of that word "that."

HOW MANY OF YOU HAVE EVER READ *The Circus of Dr. Lao?* We've been talking about it on the front porch. I read it in 1935 when first published by The Viking Press. Many laughs. Loaned my copy to somebody. Never got it back. Tried to buy another. Out of print. Found it again last month as part of a new 35c Bantam Book paper bound volume edited by Ray Bradbury (containing eleven other "fantasy" or improbable stories). Copywriters should enjoy this completely screwy tale of a fantastic circus staged in Abalone, Arizona.

THERE IS ANOTHER OLD BOOK I'd like to find. Have described it to numerous visitors but no one seems to remember. At several libraries . . . pulled a blank. Can anyone help?

We read *The Affair* (name of town) back in the 30's because we were interested in the power or danger of propaganda. It was translated from the French.

Told a rollicking story of a little, peaceful European town. Everyone liked each other. City council decided there should be a memorial to the casualties of a previous war. Arguments started over what type of memorial. Some wanted a library, others wanted a granite shaft. A few advanced the idea of an outdoor privy, such as they had in Paris. Wives stopped talking to husbands; neighbors became enemies. The minority, being more articulate and high-pressure won out . . . and the council selected the privy plans. It would be the best privy in all Europe! Then . . . the real argument started. What would be the best location? The church refused to allow it near its side of the town square. The saloon keeper wanted it near him but a nearby "madam" objected. The town was in an uproar. Bloodshed was eminent. An emissary from the national government was sent. He was insulted by the combatants and appealed to the president. The uproar was noted by a neighboring government which also sent an emissary . . . who was likewise insulted. The whole thing wound up in a full scale war between the two nations. All started over an outdoor privy. Anyone know where we can get the book?

FUNNY THINGS HAPPEN at times because of a story in *The Reporter*. Paul Bringe accidentally picked a letter selling hams by mail as his first illustration for a critical analysis and copy revision. The fellow who wrote the original took it all with gentlemanly good grace . . . and the resulting correspondence has kept Paul Bringe, Bus Reed and *The Reporter* staff in an uproar. And we've all learned a whole lot about unusual uses of direct mail in a small town.

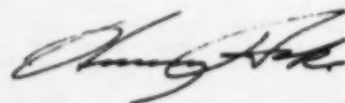
First was a series of open letters to the mayor and city council exposing some stupid abuses. The homespun letters sent to everyone in town settled the case. Next, a local businessman who believed he had been hurt (legally but unethically) by a local banker spent months making a personal investigation which out-Webbed Jack Webb of *Dragnet*. He uncovered damaging proof of personal irresponsibility and immorality.

He wrote entire story in *Dragnet* style . . . giving dates, exact time, description down to last period. It was reproduced in typewriter type in a 20-page pamphlet which was distributed to every soul in town. Title: "Profiles in Banking and Bedding." It is shocking . . . flabbergasting. We have one copy. No others available. Collector's item. Whole town on its ear. Cannot tell story here until we know the final end result. But if it's all true . . . it will be conclusive proof that justice can be obtained by direct mail when all else fails. Entrenched power can be toppled . . . by the truth boldly told.

IRRELEVANT COMMENT: If TV generally could be halfway as good as the Victor Borge one-man show of December 11 . . . wouldn't it be wonderful? The world needs more of his simple humor, good taste and spoofing of stuffed shirtism. His delicate balance between laughter and tears is . . . well, what is it?

MAKE ANOTHER NEW YEAR'S RESOLUTION and keep it. Put *The Reporter* on your mailing list to receive every piece of promotional mail, press releases, house magazines, etc., you send out during 1957. Better yet . . . add two names to your list. Send one copy to *The Reporter's* business office at 224 Seventh St., Garden City, N. Y. and another to the editor of *The Reporter*, 3 Bluff View Drive, Clearwater, Florida. We'd like to see what all of you are doing, writing and trying for. In this way you too can be in the act. Silence will indicate you are normal, praise will be generous when deserved, criticism will be friendly and meant to be helpful.

Good luck always,



3 Bluff View Drive
Clearwater, Florida
Phone: 3-7970

POSTSCRIPT: Some of you might be interested in an article which appears in the January-February issue of *Sunrise*, the magazine of southern living (out early in January). Published by Florida Speaks Corp., 1424 Fourth St. South, St. Petersburg, Fla. Available on many newsstands. Title: They Built Their House by Mail. All about a certain you-know-who, who decided to live, write and work in the sunshine.



when it must
command
attention...



demand priority...
put it on

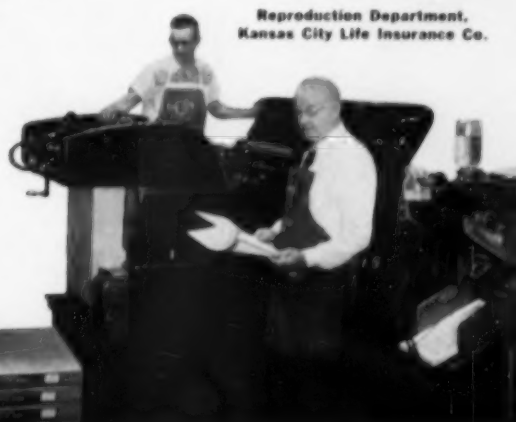
Atlantic Bond!



Make your message stand out—and demand priority—put it on ATLANTIC BOND!
ATLANTIC BOND is a crisp, sparkling blue-white—looks impressive, feels important.

ATLANTIC BOND is the genuinely watermarked Bond...first in its field
in sales...because it's better-formed, better-looking.
Impressions take better—and *you* make a better impression.

ATLANTIC BOND is moisture-controlled for
dimensional stability. That means
more accurate register on every
run...a better-looking job...
and no wasted time or money
on re-runs. For the best
impression every time—run
it on ATLANTIC BOND.
See your franchised Eastern
Merchant now.



Reproduction Department,
Kansas City Life Insurance Co.

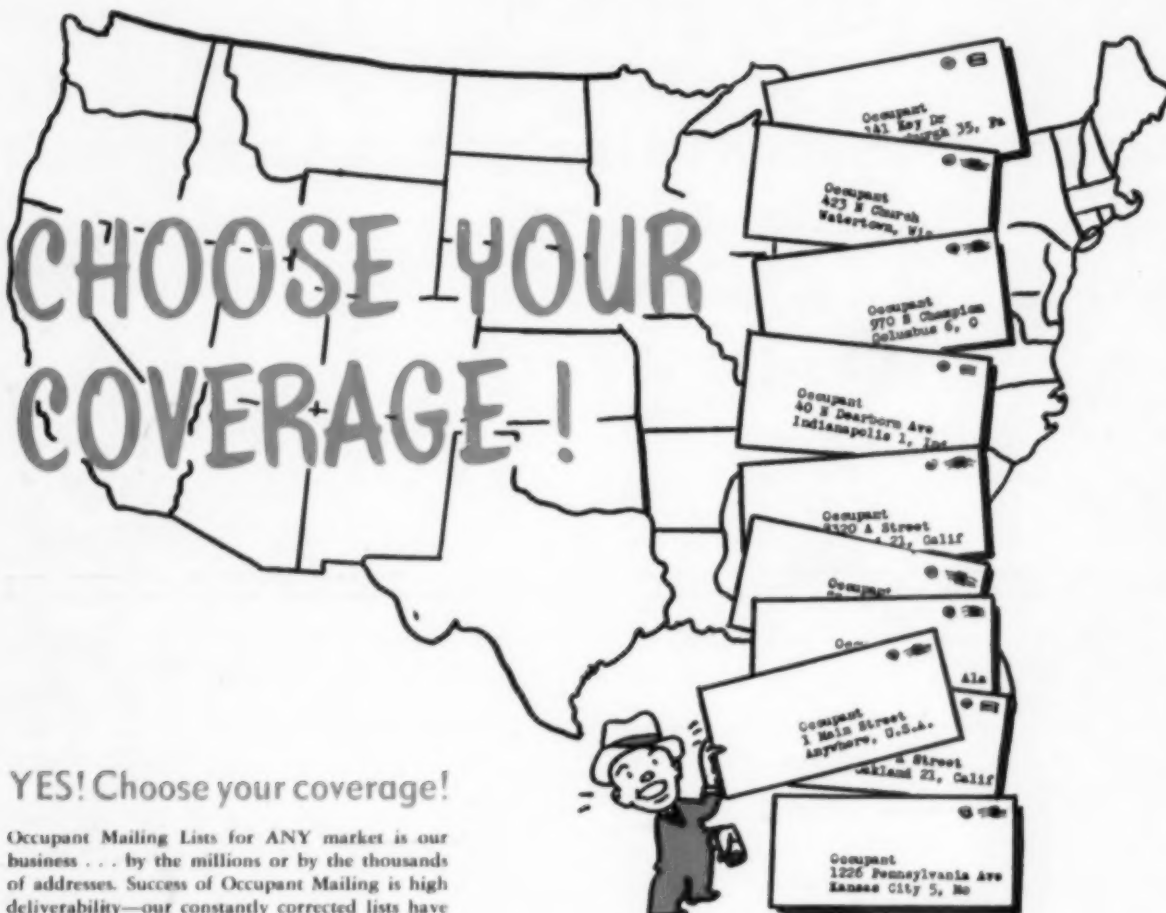


Atlantic Papers

ATLANTIC BOND
ATLANTIC DUPLICATOR
ATLANTIC MIMED
ATLANTIC OFFSET

PRODUCTS OF EASTERN CORPORATION, MANUFACTURERS OF QUALITY PAPER AND PULP
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA

Occupant Mail to ANY MARKET



YES! Choose your coverage!

Occupant Mailing Lists for ANY market is our business . . . by the millions or by the thousands of addresses. Success of Occupant Mailing is high deliverability—our constantly corrected lists have maintained 98 per cent accuracy. As one of the largest brokers and compilers in the country the finest occupant lists (that meet our exacting standards) are always quickly available to you.

We have "murdered" the Nixies . . . those mailing gremlins that send your mail to "No such number," "Outside city delivery," "House number changed," etc. We guarantee 98 per cent accuracy on the lists we provide.

The Nation's Homes at Your Finger Tips!

Our "know how", nurtured by long experience, is at your service. Our lists are available for regional, state, county, city, trade area, or specific cities throughout the country. Phone or write to us about your particular problem — we'll blueprint YOUR job for YOU!

OCCUPANT MAILING LISTS

OF AMERICA, INC.



Affiliated with W. A. Storing Co.

S. L. (Les) Cullman, Pres.
W. A. (Will) Storing, Treas.

OCCUPANT MAILERS
COMPILERS — BROKERS

CA. 4-8893
239 North 4th Street
COLUMBUS 15, OHIO